

?show files;ds

File 9:Business & Industry(R) Jul/1994-2003/Apr 03
(c) 2003 Resp. DB Svcs.

File 16:Gale Group PROMT(R) 1990-2003/Apr 03
(c) 2003 The Gale Group

File 20:Dialog Global Reporter 1997-2003/Apr 04
(c) 2003 The Dialog Corp.

File 80:TGG Aerospace/Def.Mkts(R) 1986-2003/Apr 02
(c) 2003 The Gale Group

File 147:The Kansas City Star 1995-2003/Apr 04
(c) 2003 Kansas City Star

File 148:Gale Group Trade & Industry DB 1976-2003/Apr 03
(c)2003 The Gale Group

File 258:AP News Jul 2000-2003/Apr 04
(c) 2003 Associated Press

File 275:Gale Group Computer DB(TM) 1983-2003/Apr 03
(c) 2003 The Gale Group

File 340:CLAIMS(R)/US Patent 1950-03/Apr 01
(c) 2003 IFI/CLAIMS(R)

File 345:Inpadoc/Fam.& Legal Stat 1968-2003/UD=200312
(c) 2003 EPO

File 348:EUROPEAN PATENTS 1978-2003/Mar W04
(c) 2003 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20030327,UT=20030320
(c) 2003 WIPO/Univentio

File 351:Derwent WPI 1963-2003/UD,UM &UP=200322
(c) 2003 Thomson Derwent

File 545:Investext(R) 1982-2003/Apr 04
(c) 2003 Thomson Financial Networks

File 570:Gale Group MARS(R) 1984-2003/Apr 02
(c) 2003 The Gale Group

File 609:Bridge World Markets 2000-2001/Oct 01
(c) 2001 Bridge

File 610:Business Wire 1999-2003/Apr 04
(c) 2003 Business Wire.

File 613:PR Newswire 1999-2003/Apr 04
(c) 2003 PR Newswire Association Inc

File 619:Asia Intelligence Wire 1995-2003/Apr 03
(c) 2003 Fin. Times Ltd

File 621:Gale Group New Prod.Annou.(R) 1985-2003/Apr 03
(c) 2003 The Gale Group

File 636:Gale Group Newsletter DB(TM) 1987-2003/Apr 03
(c) 2003 The Gale Group

File 649:Gale Group Newswire ASAP(TM) 2003/Apr 03
(c) 2003 The Gale Group

File 654:US PAT.FULL. 1976-2003/Apr 01
(c) FORMAT ONLY 2003 THE DIALOG CORP.

File 717:The Washington Times Jun 1989-2003/Apr 04
(c) 2003 Washington Times

File 722:Cincinnati/Kentucky Post 1990-2003/Apr 03
(c) 2003 The Cincinnati Post

File 781:ProQuest Newsstand 1998-2003/Apr 04
(c) 2003 ProQuest Info&Learning

File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire

File 993:NewsRoom 2002/Jan-Nov
(c) 2003 The Dialog Corporation

File 994:NewsRoom 2001
(c) 2003 The Dialog Corporation

File 995:NewsRoom 2000
(c) 2003 The Dialog Corporation

| Set | Items | Description |
|-----|-------|---|
| S1 | 143 | (INTEGRAT? OR LINK? OR ASSOCIAT?) (5N) SCHEDULING(8N) (AD OR - ADS OR ADVERTIS? OR ADVERTIZ? OR COMMERCIAL?) (5N) (CONTENT OR - MOVIE? OR FILM OR VIDEO? ?) |
| S2 | 37 | S1 NOT PY>1999 |
| S3 | 19 | RD (unique items) |

?t3/3,k/all

Consider all

3/3,K/1 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2003 Resp. DB Svcs. All rts. reserv.

01959263

New Connectivity: SeaChange International Inc
(SeaChange International's newly developed serial digital connectivity will
allow TV operators to link its SPOT systems with Avid Technology Inc's
digital, non-linear video editing system)
Cable World, v 9, n 39, p 55
September 29, 1997
DOCUMENT TYPE: Journal ISSN: 1042-7228 -(United States)
LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:

SeaChange International Inc's newly developed serial digital connectivity
will allow TV operators to link SPOT systems with Avid Technology Inc's
digital, non-linear video editing system. The system uses digital video
server technology to manage the scheduling and delivery of TV
advertising on multiple channels and geographic zones. The new interface
will allow the transfer of clients...

3/3,K/2 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

06841891 Supplier Number: 57890649 (USE FORMAT 7 FOR FULLTEXT)
**Go2Net and SmartAge.com Simplify Online Ad Buying for 750,000 Businesses On
HyperMart.**
PR Newswire, p3282
Dec 2, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1026

... administrative and customer care details, including order and
payment processing, accounting, reporting, banner trafficking and link
testing, screening clients' banners for inappropriate content ,
scheduling and delivering ads , and building links to clients and
customer service.

About SmartAge.com
SmartAge.com (<http://www.smartage.com/>) offers...

3/3,K/3 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

04437554 Supplier Number: 46511901 (USE FORMAT 7 FOR FULLTEXT)
**Video-On-Demand: Siemens Stromberg-Carlson, Siemens Nixdorf and Pyramid to
jointly deliver near Video-On-Demand for CATV operators and telcos**
EDGE, on & about AT&T, pN/A
July 1, 1996

Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 543

... be used on today's two-way analog CATV systems to deliver a library of **movies** to consumers without expensive digital set-top boxes. Other features include: interactive ordering; special interest **movie** blocks; flexible and dynamic **scheduling**; **integrated** intelligent customer modeling; automated usage analysis, and **commercial ad** insertion.
" **Video** -On-Time offers a revenue-generating NVOD service today without requiring expensive digital set-top...

3/3,K/4 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

04420168 Supplier Number: 46485037 (USE FORMAT 7 FOR FULLTEXT)
Siemens Stromberg-Carlson, Siemens Nixdorf and Pyramid to jointly deliver near Video-On-Demand for CATV operators and telcos.
Business Wire, p06241370
June 24, 1996
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 729

... be used on today's two-way analog CATV systems to deliver a library of **movies** to consumers without expensive digital set-top boxes. Other features include: interactive ordering; special interest **movie** blocks; flexible and dynamic **scheduling**; **integrated** intelligent customer modeling; automated usage analysis, and **commercial ad** insertion.
" **Video** -On-Time offers a revenue-generating NVOD service today without requiring expensive digital set-top...

3/3,K/5 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2003 The Dialog Corp. All rts. reserv.

08743387 (USE FORMAT 7 OR 9 FOR FULLTEXT)
The National Gardening Association Grows With AdForce; AdForce to Deliver and Manage Online Gardening Ads
BUSINESS WIRE
December 16, 1999
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 861

...of the nation's most popular gardening web sites.
AdForce will provide the National Gardening **Association** with a full service **ad** management solution including online **ad** planning, **scheduling**, targeting, tracking, delivery, and return-on-investment reporting services. Using AdForce's technology, **advertisers** and **content** sponsors on the National Gardening **Association**'s Web site and Buyers Guide can now target ads by demographics, content areas, keywords...

3/3,K/6 (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2003 The Dialog Corp. All rts. reserv.

08398960 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Ambient PLC - Interim Results

REGULATORY NEWS SERVICE

November 25, 1999

JOURNAL CODE: WRNS LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 3173

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... improvement in trading on the same period for last year.

We have now installed our **integrated** plasma screen technology systems in Victoria and Waterloo railway stations. Our main services include **advertising** sales, **content scheduling**, hardware procurement, installation and overall project management. We recently participated in a formal launch of...

3/3,K/7 (Item 1 from file: 147)

DIALOG(R)File 147:The Kansas City Star

(c) 2003 Kansas City Star. All rts. reserv.

00759441 (USE FORMAT 7 OR 9 FOR FULLTEXT)

PERSONALS ; Personals that M.J. ``Sissy'' Crouser has been named community home loan specialist. Crouser will work exclusively with low- and moderate-income home buyers and homeowners in the Kansas City area who are applying for first mortgages.

Kansas City Star, METROPOLITAN ED, P D17

Tuesday, October 20, 1998

DOCUMENT TYPE: NEWSPAPER LANGUAGE: English RECORD TYPE: FULLTEXT

SECTION HEADING: TUESDAY BUSINESS

Word Count: 884

(USE FORMAT 7 OR 9 FOR FULLTEXT)

...strategic direction and consultation for the company's future positioning.

Maureen Brink has been named **associate** account planner. Brink will be responsible for the coordination of internal production, client status reports and **scheduling**.

Bill Maday has been named copywriter. Maday will be responsible for writing **content** for client sites and writing copy for **advertising** and marketing activities.

Jared Wheeler has been named software engineer. Wheeler will specialize in interactive...

3/3,K/8 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

08972086 SUPPLIER NUMBER: 18700713 (USE FORMAT 7 OR 9 FOR FULL TEXT)

IndeNet retains Schroder Wertheim & Co. for financial advisory role.

Business Wire, p9240069

Sep 24, 1996

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 359 LINE COUNT: 00034

... the television support services industry over the past 21 months, and has built a digital **video** and information satellite network for the distribution of TV **commercials** and critical **scheduling** information to broadcasters nationwide.

IndeNet's goal is to offer the television industry a complete, **integrated** range of support services, including those related to the sale and purchase of spot advertising...

3/3,K/9 (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2003 WIPO/Univentio. All rts. reserv.

00529430 **Image available**

EPG AND ADVERTISEMENT ON A REMOTE CONTROL DISPLAY
GUIDE ELECTRONIQUE DE PROGRAMMES ET PUBLICITE SUR UN AFFICHAGE COMMANDE A
DISTANCE

Patent Applicant/Assignee:
EVOLVE PRODUCTS INC,

Inventor(s):
DARBEE Paul V,
THOMPSON John R,
THOMPSON Brandt J,
O'DONNELL Frank A,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9960782 A1 19991125

Application: WO 99US10842 19990514 (PCT/WO US9910842)

Priority Application: US 9880315 19980515

Designated States: JP AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Publication Language: English

Fulltext Word Count: 16284

Fulltext Availability:
Detailed Description

Detailed Description

... invention is directed to a remote control unit having a graphic display for depicting program **scheduling** and/or **advertising** information without causing an interruption in **content** that is being depicted on an **associated** television monitor.

SUBSTITUTE SHEET (RULE 26)

In another innovative aspect, the present invention is...

3/3,K/10 (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2003 WIPO/Univentio. All rts. reserv.

00504989 **Image available**

INFORMATION DISTRIBUTION SYSTEM FOR USE IN AN ELEVATOR
SYSTEME DE DIFFUSION D'INFORMATIONS UTILISE DANS UN ASCENSEUR

Patent Applicant/Assignee:
CAPTIVATE NETWORK INC,

Inventor(s):
DIFRANZA Michael J,
NEWVILLE Todd A,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9936341 A1 19990722

Application: WO 99US1169 19990120 (PCT/WO US9901169)

Priority Application: US 989279 19980120; US 98123284 19980728

Designated States: CA CN JP AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL .
PT SE

Publication Language: English

Fulltext Word Count: 10811

Fulltext Availability:
Detailed Description

Detailed Description
... display unit.

In another aspect of the invention, a method of providing general information and **commercial** information within an elevator includes the steps of: a) providing to a local server, **scheduling** information **associated** with **video** information to be displayed; b) generating, from the scheduling information, a play list **associated** with the video information; and c) generating a display for viewing at the elevator display unit within the elevator, the **video** information at predetermined times in accordance with the **scheduling** information.

By " **video** information", it is meant any combination of general, **commercial**, and building-related information. By " **commercial** information", it is meant any information relating to commerce and trade including advertisements. "General information..."

3/3,K/11 (Item 1 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2003 The Gale Group. All rts. reserv.

01822858 Supplier Number: 57295586 (USE FORMAT 7 FOR FULLTEXT)
From the Web to the Desk.
Emerson, Jim
Direct, v11, n14, pE10
Nov 1, 1999
ISSN: 1046-4174
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 709

... relying on its server to communicate with customers. Stoddard works with ClickAction to oversee the **scheduling** and **content** of e-mail promotions and **links** to Boise's Web site, similar to the way a traffic manager oversees projects at an **advertising** agency.

The Arlington Heights, IL, branch of Advantage Marketing handles fulfillment for e-mail promotions...

3/3,K/12 (Item 1 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2003 The Gale Group. All rts. reserv.

01464086 Supplier Number: 46963023 (USE FORMAT 7 FOR FULLTEXT)
Art Technology Group offers competitive upgrade to NetGravity users.
Business Wire, p12111163
Dec 11, 1996
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 599

... and CEO. "Ad Station and Profile Station, together with Dynamo's application framework, provide an **integrated**, comprehensive solution for organizations that want a better understanding of their users to deliver customized **content** and targeted **advertising**."

Dynamo **Ad** Station is the first scaleable **ad** management application

to combine dynamic ad targeting, impression-based ad scheduling ,
historical session tracking, real-time, data-rich measurement and reporting
functionality, and detailed, accurate Web...

3/3,K/13 (Item 1 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2003 The Gale Group. All rts. reserv.

03186484 Supplier Number: 46526612 (USE FORMAT 7 FOR FULLTEXT)

SIEMENS OFFERS VOT

Interactive Video News, v4, n14, pN/A

July 8, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 170

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...On-Time can be used on today's two-way analog CATV systems to deliver
movies to consumers without digital set-top boxes. Other features include:
interactive ordering; special interest **movie** blocks; flexible and dynamic
scheduling ; **integrated** intelligent customer modeling; automated usage
analysis, and **commercial** ad insertion. Siemens Stromberg-Carlson will
be the system **integrator** and provide service and support. Pyramid
Technology, a Siemens Nixdorf company, will contribute a fully...

3/3,K/14 (Item 2 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2003 The Gale Group. All rts. reserv.

03169259 Supplier Number: 46491722 (USE FORMAT 7 FOR FULLTEXT)
**SIEMENS: Siemens Nixdorf & Pyramid to jointly deliver near Video-On-Demand
for CATV**

M2 Presswire, pN/A

June 25, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 646

... be used on today's two-way analog CATV systems to deliver a library
of **movies** to consumers without expensive digital set-top boxes. Other
features include: interactive ordering; special interest **movie** blocks;
flexible and dynamic **scheduling** ; **integrated** intelligent customer
modeling; automated usage analysis, and **commercial** ad insertion.
" **Video** -On-Time offers a revenue-generating NVOD service today
without requiring expensive digital set-top...

3/3,K/15 (Item 1 from file: 654)
DIALOG(R)File 654:US PAT.FULL.
(c) FORMAT ONLY 2003 THE DIALOG CORP. All rts. reserv.

4050812 **IMAGE Available
Derwent Accession: 1998-556695

Utility

REASSIGNED

E/ **Video distribution system**

Inventor: Fuller, William H., Plano, TX

Assignee: SpectraVision, Inc. (02), Richardson, TX
SpectraVision Inc

Examiner: Harvey, David E. (Art Unit: 274)
 Law Firm: Haynes and Boone, L.L.P.

| | Publication Number | Kind | Date | Application Number | Filing Date |
|--------------|-----------------------|------|----------|-----------------------|----------------|
| Main Patent | US 5818512 | A | 19981006 | US 97835136 | 19970404 |
| Continuation | US 5729279 | A | | US 95378616 | 19950126 |
| Priority | | | | US 97835136 | 19970404 |
| | | | | US 95378616 | 19950126 |

Fulltext Word Count: 17692

Description of the Invention:

...control computer 206 is directly connected to the IRDs 200 via the RS 232 serial link 302. Data for **scheduling** and billing, as well as audio/ **video** data for **advertisements**, can be transmitted to the hospitality establishment via the satellite 106 (FIG. 1) or through...

3/3,K/16 (Item 2 from file: 654)

DIALOG(R)File 654:US PAT.FULL.

(c) FORMAT ONLY 2003 THE DIALOG CORP. All rts. reserv.

3997354 **IMAGE Available

Derwent Accession: 1998-362015

Utility

REASSIGNED

E/ Video distribution system

Inventor: Fuller, William H., Plano, TX

Pugh, Joel, Dallas, TX

Assignee: Spectradyne, Inc. (02), Richardson, TX

Spectradyne Inc

Examiner: Harvey, David E. (Art Unit: 274)

Law Firm: Haynes and Boone, L.L.P.

| | Publication Number | Kind | Date | Application Number | Filing Date |
|--------------|-----------------------|------|----------|-----------------------|----------------|
| Main Patent | US 5767894 | A | 19980616 | US 95401071 | 19950308 |
| Continuation | US 5729279 | A | | US 95378616 | 19950126 |
| Priority | | | | US 95401071 | 19950308 |
| | | | | US 95378616 | 19950126 |

Fulltext Word Count: 17612

Description of the Invention:

...control computer 206 is directly connected to the IRDs 200 via the RS 232 serial link 302. Data for **scheduling** and billing, as well as audio/ **video** data for **advertisements**, can be transmitted to the hospitality establishment via the satellite 106 (FIG. 1) or through...

3/3,K/17 (Item 3 from file: 654)

DIALOG(R)File 654:US PAT.FULL.

(c) FORMAT ONLY 2003 THE DIALOG CORP. All rts. reserv.

3956218 **IMAGE Available

Derwent Accession: 1998-206785

Utility

REASSIGNED

E/ Video distribution system; SYSTEM FOR MERGING SCREEN IMAGES

Inventor: Fuller, William H., Plano, TX
Assignee: SpectraVision, Inc. (02), Richardson, TX
SpectraVision Inc
Examiner: Harvey, David E. (Art Unit: 262)
Law Firm: Haynes and Boone, L.L.P.

| | Publication Number | Kind | Date | Application Number | Filing Date |
|-------------|-----------------------|------|----------|-----------------------|----------------|
| Main Patent | US 5729279 | A | 19980317 | US 95378616 | 19950126 |
| Priority | | | | US 95378616 | 19950126 |

Fulltext Word Count: 17269

Description of the Invention:

...control computer 206 is directly connected to the IRDs 200 via the RS 232 serial link 302. Data for **scheduling** and billing, as well as audio/ video data for **advertisements**, can be transmitted to the hospitality establishment via the satellite 106 (FIG. 1) or through...

3/3,K/18 (Item 4 from file: 654)
DIALOG(R)File 654:US PAT.FULL.
(c) FORMAT ONLY 2003 THE DIALOG CORP. All rts. reserv.

2283871 **IMAGE Available
Derwent Accession: 1980-E0960C

Utility

REASSIGNED

E/ Program schedule displaying system

Inventor: Doumit, Joseph A., New Iberia, LA
Assignee: Dial-A-Channel, Inc. (02), New Iberia, LA
DIAL A CHANNEL INC

Examiner: Murray, Richard (Art Unit: 233)
Combined Principal Attorneys: O'Brien, Clarence A.; Jacobson, Harvey B.

| | Publication Number | Kind | Date | Application Number | Filing Date |
|-------------|-----------------------|------|----------|-----------------------|----------------|
| Main Patent | US 4199781 | A | 19800422 | US 76683954 | 19760506 |
| CIP | US 3956579 | A | | US 74499019 | 19740820 |
| Priority | | | | US 76683954 | 19760506 |
| | | | | US 74499019 | 19740820 |

Fulltext Word Count: 5506

Summary of the Invention:

...video record players without image projection and without use of a separate television camera. The **video** record players utilized are of a **commercially** available type with which two **film** frame channels are **associated** to thereby enlarge the amount of program **scheduling** information and **commercial advertising** material that may be handled. Operation of the **film** transport mechanism of the **video** record players is modified in order to obtain movement of the film in opposite directions...

3/3,K/19 (Item 1 from file: 781)
DIALOG(R)File 781:ProQuest Newsstand
(c) 2003 ProQuest Info&Learning. All rts. reserv.

05141606 ASNS345556 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Join the revolution

Danny Bradbury

Evening Standard - London

Wednesday, May 12, 1999

DOCUMENT TYPE: Newspaper, Large LANGUAGE: ENGLISH RECORD TYPE:
FULLTEXT

Word Count: 878

(USE FORMAT 7 OR 9 FOR FULLTEXT)

...skills

over the next few years, including page mark-up experience, security expertise and backend **integration** abilities.

Integrating backend systems with digital services will be a trend running through **content** carriers as well as **content** providers, predicts Shepherd. The greater number of channels will require sophisticated airtime booking systems while **advertising scheduling** will become more complex. **Advertisements** will be delivered in many different ways, says Shepherd. One example is "popup" **advertising**, where icons could appear relating to the TV **content** currently on display.

Scheduling systems to handle such **advertising** would need solid backend **integration** skills to cope with them, he says.

Another route in is **content** archiving. As television images go completely digital, storing and indexing the content (which in many...
?

?show files;ds

File 471:New York Times Fulltext 90-Day 2003/Mar 31
(c) 2003 The New York Times

File 489:The News-Sentinel 1991-2003/Apr 03
(c) 2003 Ft. Wayne Newspapers, Inc

File 490:Tallahassee Democrat 1993- 2003/Mar 17
(c) 2003 Tallahassee Democrat

File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
(c) 2002 Phoenix Newspapers

File 494:St LouisPost-Dispatch 1988-2003/Apr 03
(c) 2003 St Louis Post-Dispatch

File 498:Detroit Free Press 1987-2003/Apr 03
(c) 2003 Detroit Free Press Inc.

File 631:Boston Globe 1980-2003/Apr 04
(c) 2003 Boston Globe

File 633:Phil.Inquirer 1983-2003/Apr 03
(c) 2003 Philadelphia Newspapers Inc

File 634:San Jose Mercury Jun 1985-2003/Apr 03
(c) 2003 San Jose Mercury News

File 638:Newsday/New York Newsday 1987-2003/Apr 04
(c) 2003 Newsday Inc.

File 640:San Francisco Chronicle 1988-2003/Apr 04
(c) 2003 Chronicle Publ. Co.

File 641:Rocky Mountain News Jun 1989-2003/Apr 03
(c) 2003 Scripps Howard News

File 642:The Charlotte Observer 1988-2003/Apr 02
(c) 2003 Charlotte Observer

File 643:Grand Forks Herald 1995-2003/Apr 03
(c) 2003 Grand Forks Herald

File 701:St Paul Pioneer Pr Apr 1988-2003/Mar 30
(c) 2003 St Paul Pioneer Press

File 702:Miami Herald 1983-2003/Apr 02
(c) 2003 The Miami Herald Publishing Co.

File 703:USA Today 1989-2003/Apr 03
(c) 2003 USA Today

File 704:(Portland)The Oregonian 1989-2003/Apr 03
(c) 2003 The Oregonian

File 706:(New Orleans)Times Picayune 1989-2003/Apr 04
(c) 2003 Times Picayune

File 707:The Seattle Times 1989-2003/Apr 03
(c) 2003 Seattle Times

File 708:Akron Beacon Journal 1989-2003/Apr 03
(c) 2003 Akron Beacon Journal

File 709:Richmond Times-Disp. 1989-2003/Apr 02
(c) 2003 Richmond Newspapers Inc

File 712:Palm Beach Post 1989-2003/Mar 30
(c) 2003 Palm Beach Newspapers Inc.

File 713:Atlanta J/Const. 1989-2003/Apr 04
(c) 2003 Atlanta Newspapers

File 714:(Baltimore) The Sun 1990-2003/Apr 04
(c) 2003 Baltimore Sun

File 715:Christian Sci.Mon. 1989-2003/Apr 04
(c) 2003 Christian Science Monitor

File 716:Daily News Of L.A. 1989-2003/Apr 03
(c) 2003 Daily News of Los Angeles

File 717:The Washington Times Jun 1989-2003/Apr 04
(c) 2003 Washington Times

File 718:Pittsburgh Post-Gazette Jun 1990-2003/Apr 04
(c) 2003 PG Publishing

File 719:(Albany) The Times Union Mar 1986-2003/Apr 03
(c) 2003 Times Union

File 720:(Columbia) The State Dec 1987-2003/Apr 03

(c) 2003 The State
 File 721:Lexington Hrlld.-Ldr. 1990-2003/Apr 03
 (c) 2003 Lexington Herald-Leader
 File 722:Cincinnati/Kentucky Post 1990-2003/Apr 03
 (c) 2003 The Cincinnati Post
 File 723:The Wichita Eagle 1990-2003/Apr 03
 (c) 2003 The Wichita Eagle
 File 724:(Minneapolis)Star Tribune 1989-1996/Feb 04
 (c) 1996 Star Tribune
 File 725:(Cleveland)Plain Dealer Aug 1991-2003/Apr 03
 (c) 2003 The Plain Dealer
 File 731:Philad.Dly.News 1983- 2003/Apr 02
 (c) 2003 Philadelphia Newspapers Inc
 File 732:San Francisco Exam. 1990- 2000/Nov 21
 (c) 2000 San Francisco Examiner
 File 733:The Buffalo News 1990- 2003/Apr 02
 (c) 2003 Buffalo News
 File 734:Dayton Daily News Oct 1990- 2003/Apr 03
 (c) 2003 Dayton Daily News
 File 735:St. Petersburg Times 1989- 2000/Nov 01
 (c) 2000 St. Petersburg Times
 File 736:Seattle Post-Int. 1990-2003/Apr 01
 (c) 2003 Seattle Post-Intelligencer
 File 738:(Allentown) The Morning Call 1990-2003/Apr 03
 (c) 2003 Morning Call
 File 740:(Memphis)Comm.Appeal 1990-2003/Apr 03
 (c) 2003 The Commercial Appeal
 File 741:(Norfolk)Led./Pil. 1990-2003/Apr 03
 (c) 2003 Virg.-Pilot/Led.-Star
 File 742:(Madison)Cap.Tim/Wi.St.J 1990-2003/Apr 03
 (c) 2003 Wisconsin St. Jrnl
 File 743:(New Jersey)The Record 1989-2003/Apr 03
 (c) 2003 No.Jersey Media G Inc
 File 744:(Biloxi) Sun Herald 1995-2003/Mar 19
 (c) 2003 The Sun Herald

| Set | Items | Description |
|-----|---------|--|
| S1 | 2723899 | TARGET? OR CUSTOMI? OR TAILOR? OR MATCH? |
| S2 | 58716 | S1(15N) (ADVERTI?EMENT? OR ADVERTI?ING OR AD OR ADS OR COMM- ERCIALS OR BANNER? ? OR OFFERS OR INDUCEMENT? ? OR INCENTIVE? ? OR (MARKETING OR PROMOTIONAL) ()MESSAGE? ? OR STREAMER? ? OR TRAIL?R? ? OR PREVIEW? ? OR PROMO? ? OR PROMOTION? ?) |
| S3 | 5931 | S2(15N) (AUDIENCE? OR BUYER? OR CUSTOMER? OR TICKET? OR SHO- PPER? OR TRAVELL?R? OR MEMBER OR VIEWER? OR SIGHTSEER? OR TOU- RIST?) |
| S4 | 893 | S3(15N) (MOVIE? OR (AUDIO? OR VIDEO?) (2W) (CLIP? OR PRESENTA- TION? OR PROGRAM OR SHOW) OR FILM? ? OR TV OR TELEVISION?) |
| S5 | 102520 | (MOVIE? OR FILM? OR VIDEO?) (3N) (PROJECTOR? OR EQUIPMENT OR MACHINE OR CAMERA?) |
| S6 | 289507 | (MOVIE? OR FILM? OR TV OR TELEVISION? OR SITCOM?) (5N) (SCHE- DULE? OR TIME?) |
| S7 | 6 | S4(3S)S5 |
| S8 | 71 | S4(3S)S6 |
| S9 | 76 | S7 OR S8 |
| S10 | 41 | S4(S)S6 |
| S11 | 7 | S8(3S)TICKET? |
| S12 | 46 | S7 OR S10 |
| S13 | 3 | S11 NOT PY>1999 |
| S14 | 3 | RD (unique items) |
| S15 | 0 | NCNINC()COM |
| S16 | 0 | RD (unique items) |
| S17 | 0 | S2 AND S15 |

S18 20 S1(S)S5(S)S6
 S19 0 S14 AND S17
 S20 0 S17 NOT PY>1999
 S21 0 RD (unique items)
 S22 0 S19 NOT S13
 S23 771 S2(15N) (TYPE OR KIND OR CATEGORY OR BASED() (ON OR UPON) (2W-
) (MOVIE? OR FILM))
 S24 0 S21(15N) (TICKET? ?) (3N) (PURCHASE OR PURCHASED OR BOUGHT OR
 BUY OR SOLD)
 S25 0 S6(2S)S21
 S26 616 S23 NOT PY>1999
 S27 604 RD (unique items)
 S28 3 S2(15N) (MOVIE? OR FILM OR VIDEO?) (5N) (BEING() (SHOWN OR PLA-
 YED OR WATCHED OR PROJECTED OR STREAMED))
 S29 3 RD (unique items)
 S30 76 S8:S9 OR S19 OR S25
 S31 76 RD (unique items)
 S32 1 S29 NOT PY>1999
 S33 36 S7 OR S11 OR S14 OR S16 OR S18 OR S29 OR S32
 S34 19 S33 NOT PY>1999
 S35 19 RD (unique items)
 S36 99 S11 OR S12 OR S14 OR S18 OR S29 OR S31 OR S32 OR S33 OR S35
 S37 68 S36 NOT PY>1999
 S38 68 RD (unique items)
 ?t38/3,k/all

Considered all

38/3,K/1 (Item 1 from file: 489)

DIALOG(R)File 489:The News-Sentinel

(c) 2003 Ft. Wayne Newspapers, Inc. All rts. reserv.

09582038

LINCOLN'S NEW BRAND IS PART OF AD STRATEGY

News-Sentinel (NS) - Monday, March 23, 1998

By: LYNNE MCKENNA FRAZIER OF THE NEWS-SENTINEL

Edition: FINAL Section: BUSINESS MONDAY Page: 1B

Word Count: 874

...Hillard, a St. Louis company that is one of the largest in its field.

The ad campaign uses four characters in print and television ads, each representing a different target audience. The ads - using voice-overs in the TV ads - have the characters musing about their personal and financial challenges and a desire for answers...

... Lincoln's past ad campaigns have been focused on print, both newspaper and magazine. This time the company is adding television, with locally placed ads appearing on news and information programs; sportscasts, including the NCAA men...

38/3,K/2 (Item 1 from file: 490)

DIALOG(R)File 490:Tallahassee Democrat

(c) 2003 Tallahassee Democrat. All rts. reserv.

07577015

RAISING CASH IS TAKING UP EVER MORE OF CANDIDATES' TIME

HOWEVER, PROPOSED REFORMS TO LIMIT SPENDING HAVE STALLED IN CONGRESS.

Tallahassee Democrat (TD) - Friday, March 18, 1994

By: David Hess KNIGHT-RIDDER WASHINGTON BUREAU

Section: MAIN Page: 13A

Word Count: 795

... spiraling costs of election contests are pushed up not only by the inflated price of **television time** and postage but also by the increasingly sophisticated use of both methods by candidates.

For...

... have the opportunity to connect with voters in a very focused way, and we can **target** our audiences."

This had led to lower costs per **ad** on **television** but higher overall costs because candidates in big media markets have to produce five or...

38/3,K/3 (Item 1 from file: 492)

DIALOG(R)File 492:Arizona Repub/Phoenix Gaz
(c) 2002 Phoenix Newspapers. All rts. reserv.

07749189

TV SHUFFLE CONFUSES AD FOLKS

Phoenix Gazette (PG) - TUESDAY, September 6, 1994

By: Barbara Holsopple, THE PHOENIX GAZETTE

Edition: Final Section: Tempo Page: D1

Word Count: 766

... start delayed by an hour, it is expected to lose many of its working women **viewers**.

Commercials are **targeted** to specific **audiences**, so the viewer profile of shows is vital to the selling and buying of **TV ad time**.

"Every day you hear new things. It's really frustrating, because we've already put...

38/3,K/4 (Item 2 from file: 492)

DIALOG(R)File 492:Arizona Repub/Phoenix Gaz
(c) 2002 Phoenix Newspapers. All rts. reserv.

05055811

NETWORKS PLAN VIEWER ASSAULT

PHOENIX GAZETTE (PG) - THURSDAY July 27, 1989

By: Barbara Holsopple, The Phoenix Gazette, Hollywood

Edition: Final Chaser Section: Tempo Page: C1

Word Count: 1,017

...for every ABC spot aired in non-network time.

Sue Schwartz, program manager at KTVK- **TV**, Channel 3, thinks it's a great idea, so long as the bonus **matches** what Channel 3 could sell the **advertising** time for (bonuses will be determined by **audience** size, air time and market size, ABC says).

Much of the success of on-air...

...fewest viewers to pitch to.

CBS was the only one of the three networks to **schedule** a "pitch session" for **TV** critics attending press meetings in Hollywood. Schweitzer's pitch was alternately humorous and high-pressured...

38/3,K/5 (Item 3 from file: 492)

DIALOG(R)File 492:Arizona Repub/Phoenix Gaz
(c) 2002 Phoenix Newspapers. All rts. reserv.

04531583

CHANNEL 3 PREPARES TO PROMOTE CHANGE

PHOENIX GAZETTE (PG) - FRIDAY April 15, 1988

By: Dawn Willett , Phoenix Gazette

Edition: Final Section: Business Page: D5

Word Count: 770

...is more than \$1 million, including salaries.

The station is filming about six or seven **television ads** and an assortment of radio spots, all **targeted** at different **audiences**.

The radio spots, being produced in Atlanta by radio research company Beecher & Co., are a key component of the campaign, since Channel 3 can't buy **time** on other **television** stations.

Lovick said the station has bought about \$80,000 of radio time in the...

38/3,K/6 (Item 1 from file: 494)

DIALOG(R)File 494:St LouisPost-Dispatch

(c) 2003 St Louis Post-Dispatch. All rts. reserv.

09208047

LOSING THE BIG PICTURE CINERAMA SCREENS, A 1960S HIT, SET TO POST THEIR FINAL CREDITS

St. Louis Post Dispatch (SL) - Sunday, July 27, 1997

By: The Associated Press

Edition: FIVE STAR LIFT Section: NEWS Page: 80G

Word Count: 518

... revival that began a year ago at the New Neon Movies theater is a genuine **movie** tragedy. It's the second **time** economics has terminated the **films** that surrounded viewers with sight and sound shown on three **movie projectors** and blasted over eight stereo speakers onto a screen bent 146 degrees to **match** the curve of the human eye.

The New Neon - one of only two places in...

38/3,K/7 (Item 2 from file: 494)

DIALOG(R)File 494:St LouisPost-Dispatch

(c) 2003 St Louis Post-Dispatch. All rts. reserv.

08793085

CLINTON TEAM TARGETS MANY GOP STRONGHOLDS PRESIDENT ALSO TRYING TO HELP DEMOCRATS

St. Louis Post Dispatch (SL) - Saturday, October 19, 1996

By: AP

Edition: THREE STAR Section: NEWS Page: 03A

Word Count: 691

... Washington Friday, after campaigning in California. Clinton's scouts found that Dole did not purchase **TV time** in battleground states New York, Pennsylvania and Connecticut. New York was never a Dole **target**, but not buying **ads** there supported accounts from GOP aides that New Jersey, where **television viewers** watch New York stations, had been dropped from Dole's electoral strategy.

Instead, the Republican campaign bought **TV time** heavily in traditionally Republican-leaning states such as New Hampshire, Florida, Georgia, Indiana, Virginia...

38/3,K/8 (Item 3 from file: 494)
DIALOG(R)File 494:St LouisPost-Dispatch
(c) 2003 St Louis Post-Dispatch. All rts. reserv.

08793005
DOLE POUNDS AWAY ON ETHICS ISSUES, EVEN GOLF SCORE CHALLENGER CALLS MONEY-LAUNDERING AN ART FORM FOR 'THIS ADMINISTRATION'
St. Louis Post Dispatch (SL) - Saturday, October 19, 1996
By: Compiled From News Services
Edition: FIVE STAR LIFT Section: NEWS Page: 03A
Word Count: 690

... Washington Friday, after campaigning in California. Clinton's scouts found that Dole did not purchase **TV time** in battleground states New York, Pennsylvania and Connecticut. New York was never a Dole **target**, but not buying **ads** there supported accounts from GOP aides that New Jersey, where **television viewers** watch New York stations, had been dropped from Dole's electoral strategy.

Instead, the Republican campaign bought **TV time** heavily in traditionally Republican-leaning states such as New Hampshire, Florida, Georgia, Indiana, Virginia, Arizona...

38/3,K/9 (Item 4 from file: 494)
DIALOG(R)File 494:St LouisPost-Dispatch
(c) 2003 St Louis Post-Dispatch. All rts. reserv.

08061167
EAGLE SNACKS PUTS ON NEW FACE AD CHARACTER FULL OF HIMSELF, CHIPS
St. Louis Post Dispatch (SL) - Thursday, March 2, 1995
By: Babette Morgan
Of the Post-Dispatch Staff
Edition: FIVE STAR LIFT Section: BUSINESS Page: 01C
Word Count: 583

... the snack-food subsidiary of Anheuser-Busch Cos., is after a radical shift in its **target audience**.

The last **time** Eagle pitched its snacks on **TV**, roughly three years ago, its **commercials** featured "The Odd Couple" stars - Tony Randall and Jack Klugman, now 75 and 72, respectively...

38/3,K/10 (Item 1 from file: 631)
DIALOG(R)File 631:Boston Globe
(c) 2003 Boston Globe. All rts. reserv.

06210193
WHEN DOCTORS OWN THE STORE M.R.I. DIAGNOSTIC CENTER IN WEYMOUTH POINTS TO PROBLEMS WHEN DOCTORS OWN THE FACILITIES THEY USE
Boston Globe (BG) - SUNDAY July 28, 1991
By: Charles Stein, Globe Staff
Edition: THIRD Section: BUSINESS Page: 29
Word Count: 4,510

...on the condition their names not be used.

Harlow's grand plans for referrals were **matched** by an equally ambitious spending program. He leased a top-of-the-line machine from...

... fancy building and proposed paying very high salaries to the radiologists who would read the **films** the **machine** generated.

As **time** went on a few investors began to worry that the numbers didn't add up...

38/3,K/11 (Item 2 from file: 631)
DIALOG(R)File 631:Boston Globe
(c) 2003 Boston Globe. All rts. reserv.

05031017

NETWORKS GO SHOPPING FOR CUSTOMERS

BOSTON GLOBE (BG) - TUESDAY May 30, 1989

By: Associated Press

Edition: THIRD Section: BUSINESS Page: 34

Word Count: 243

... been slow to recognize the value of using a variety of marketing techniques to boost **viewership**.

Allen Banks, media director at Saatchi & Saatchi **Advertising** Inc., said mass marketers such as Sears and K mart are logical **matches** for **TV** networks.

"A large percentage of the population shops in either or both of those stores...

... make people aware of the new network shows. Participants can win prizes ranging from cars, **video equipment** and vacations to an appearance on an NBC program.

Sears and K mart will give...

38/3,K/12 (Item 3 from file: 631)
DIALOG(R)File 631:Boston Globe
(c) 2003 Boston Globe. All rts. reserv.

04071068

PRESIDENTIAL CANDIDATES KICK OFF EARLY AD CAMPAIGN IN IOWA

BOSTON GLOBE (BG) - THURSDAY November 19, 1987

By: Chris Black, Globe Staff

Edition: THIRD Section: NATIONAL/FOREIGN Page: 12

Word Count: 692

...expected to grow to a roar by January. Every campaign with money intends to buy **television time** after the first of the year. "It's going to be important to be on...

... campaigns are challenging conventional political wisdom by advertising early. Political strategists believe that radio and **television advertising** has limited effectiveness in a caucus state unless it is sharply **targeted** to special **audiences**. For example, late last summer the Simon campaign aired radio spots aimed at senior citizens...

38/3,K/13 (Item 4 from file: 631)
DIALOG(R)File 631:Boston Globe

(c) 2003 Boston Globe. All rts. reserv.

01556900

GUINNESS RETURNS AS SUPERSPY SMILEY

BOSTON GLOBE (BG) - SUNDAY November 7, 1982

By: Jack Thomas Globe Staff

Edition: N Section: TV WEEK

Word Count: 588

... the British Broadcasting Corporation, is being distributed to stations across the country by Operation Prime **Time**, a major **television** syndicator.

There is, unfortunately, one significant difference between this Smiley and "Tinker, **Tailor**, Soldier, Spy" - **commercials**, seven minutes of them every half hour, which many **viewers** will find irritating in a mystery as intense and as involved as "Smiley's People...

38/3,K/14 (Item 5 from file: 631)

DIALOG(R)File 631:Boston Globe

(c) 2003 Boston Globe. All rts. reserv.

00502486

CANDIDATES CAN'T BUY ENOUGH TV TIME AT ANY PRICE

BOSTON GLOBE (BG) - SUNDAY December 23, 1979

By: Chris Black Globe Staff

Edition: FIRST Section: RUN OF PAPER

Word Count: 1,236

Last week Connally announced his intent to forgo federal **matching** funds to avoid campaign spending limitations, so money for **television advertising** is virtually unlimited for his campaign's media **buyers**.

But money alone cannot give Connally as much air time as he wants. Difficulties in buying adequate Boston **television time** are forcing the campaign to rethink its basic strategy for the New Hampshire and Massachusetts...

38/3,K/15 (Item 1 from file: 633)

DIALOG(R)File 633:Phil.Inquirer

(c) 2003 Philadelphia Newspapers Inc. All rts. reserv.

10318105

COOKIES IN COMPUTERS MAY NOT BE SWEET IDEA

Philadelphia Inquirer (PI) - Sunday, November 14, 1999

By: Mike Hudson, INQUIRER WASHINGTON BUREAU

Edition: D Section: BUSINESS Page: E03

Word Count: 849

...who has bought Bulls clothing online.

This allows the Web sites to charge rates several **times** higher than **television** or newspapers for their advertising because the **ads** will be directed at a specific **audience**.

Critics say that consumers should not be **targeted** without their permission, and that data companies' promises to allow consumers to opt out of...

38/3,K/16 (Item 2 from file: 633)
DIALOG(R)File 633:Phil.Inquirer
(c) 2003 Philadelphia Newspapers Inc. All rts. reserv.

02606313

HOLLYWOOD TAKES A SHINE TO POP MUSIC
PHILADELPHIA INQUIRER (PI) - SUNDAY July 8, 1984
By: Rick Lyman, Inquirer Movie Critic
Edition: FINAL Section: FEATURES ENTERTAINMENT ART Page: H01
Word Count: 1,500

... opened. They became a marketing tool to draw young people into the theater on the **movie** 's opening weekend.

By the **time** last spring's Footloose was released, marketing divisions had gotten even shrewder. Besides releasing singles...

...a Top-10 record and a good video playing two or three weeks before the **movie** opens and it's like automatic, free **advertising** - more useful for reaching that young, **target audience** than a hundred **television commercials** . You get those kids in line on the opening weekend and then, if you're...

38/3,K/17 (Item 3 from file: 633)
DIALOG(R)File 633:Phil.Inquirer
(c) 2003 Philadelphia Newspapers Inc. All rts. reserv.

02603961

A BLACK-BELT ACTING PERFORMANCE
PHILADELPHIA INQUIRER (PI) - TUESDAY June 26, 1984
By: Rick Lyman, Inquirer Movie Critic
Edition: FINAL Section: FEATURES PEOPLE HOME ENTERTAINMENT Page: E01
Word Count: 822

... at the high school crowd, Karate Kid drew the most positive response of any Columbia **movie** tested since Tootsie.

Columbia hurriedly **scheduled** sneak previews all over the country (there were two pre-release sneaks in Philadelphia) and excitedly watched as young **audiences** cheered Macchio and Morita. Columbia has **matched** the **movie** 's \$7.5 million production budget with a \$7.5 million **promotion** budget, including newspaper and **television** ads, karate tournaments and cross-country tours for both Macchio and Morita.

"I first heard...

...I walked into this room, and there was this blue-eyed, Danish gnome with a **movie camera** growing out of one eyeball who told me to start reading for him. I found...

38/3,K/18 (Item 4 from file: 633)
DIALOG(R)File 633:Phil.Inquirer
(c) 2003 Philadelphia Newspapers Inc. All rts. reserv.

02002971

RADIO WARS: WCAU BLITZ ON TV SEEKS TO PUSH KYW FROM TOP SPOT
PHILADELPHIA INQUIRER (PI) - MONDAY January 17, 1983
By: Ewart Rouse, Inquirer Staff Writer
Edition: FINAL Section: BUSINESS Page: B05
Word Count: 875

...the programming changes last February, launched its promotional campaign this past weekend with 60-second **television commercials** on prime **time**

The **commercials** are **targeted** at **viewers** who normally listen to KYW, telling them, "If you like KYW, you are going to..."

... We are updating our stories quicker, and we rewrite our stories a lot more."

The **TV spots**, **scheduled** for broadcast through March, represent one of the most intensive and hard-hitting - as well...

38/3,K/19 (Item 1 from file: 634)
DIALOG(R)File 634:San Jose Mercury
(c) 2003 San Jose Mercury News. All rts. reserv.

07581019

**CAMPAIGN SPENDING CONTINUES TO GROW HIGH COST OF CAMPAIGNS RAISES FAIRNESS
CONCERNS SPENDING GROWS AS PROPOSED LIMITS STALL IN CONGRESS.**

San Jose Mercury News (SJ) - Monday, March 21, 1994
By: DAVID HESS, Mercury News Washington Bureau
Edition: Morning Final Section: General News Page: 1F
Word Count: 754

... spiraling costs of election contests are pushed up not only by the inflated price of **television time** and postage but also by the increasingly sophisticated use of both methods by candidates.

"For...

... have the opportunity to connect with voters in a very focused way, and we can **target** our **audiences**."

This had led to lower costs per **ad** on **television** but higher overall costs because candidates in big media markets have to produce five or...

38/3,K/20 (Item 2 from file: 634)
DIALOG(R)File 634:San Jose Mercury
(c) 2003 San Jose Mercury News. All rts. reserv.

06554100

**TECH HITS PRIME TIME THE MEDIUM IS THE MESSAGE WHETHER THE CHIPS YOU SELL
ARE CORN OR SILICON**

San Jose Mercury News (SJ) - Sunday, February 23, 1992
By: TOM SCHMITZ, Mercury News Staff Writer
Edition: Morning Final Section: Business Page: 1E
Word Count: 1,441

... to make." But for industry giants like Microsoft, Intel, Sun Microsystems and Hewlett Packard, buying **television time** is a way of proclaiming their dominance.

"TV is prestigious," says Lynn Keenan, advertising manager...

... sent notices to thousands of information managers at Fortune 500 companies notifying them when the **ad** would run and asking them to watch it.

Even though Sun had already reached its **target audience** through the mail, "there's some intangible benefit that comes from being on **television**," says advertising manager Marty Brandt. "It helps contribute to the image of being a major..."

38/3,K/21 (Item 1 from file: 638)
DIALOG(R)File 638:Newsday/New York Newsday
(c) 2003 Newsday Inc. All rts. reserv.

10262318

Set to Channel the Future / Digital set-top box to propel America into interactive TV revolution

Newsday (ND) - Sunday September 19, 1999

By: Harry Berkowitz. STAFF WRITER

Edition: ALL EDITIONS Section: MONEY & CAREERS Page: F06

Word Count: 2,556

...HBO, Discovery and Nickelodeon, and eventually could offer Internet-based phone service and high-definition **television**.

Time Warner Cable, which is using Scientific-Atlanta among others, offers 150 TV channels and 30...

...from such giants as Sony, Intel, NBC and Comcast. Its offerings include 700 hours of **movies**, music videos, **TV** shows, kids shows and concerts as well as **ads** between music videos that are **targeted** to the demographics of the **customer**.

Loyer, the lower Manhattan resident, browses through a dozen CDs on some afternoons on his...

38/3,K/22 (Item 2 from file: 638)
DIALOG(R)File 638:Newsday/New York Newsday
(c) 2003 Newsday Inc. All rts. reserv.

08008221

Media COURTING an AUDIENCE Only three years old, Court TV is making its mark on cable programming. Sidebars: 1) CNN as a Rival. 2) Among the trials broadcast on Court TV (see end of text)

Newsday (ND) - Sunday January 8, 1995

By: Mary Voboril. STAFF WRITER

Edition: ALL EDITIONS Section: MONEY & CAREERS Page: 01

Word Count: 2,400

...also declined to specify what demographic groups P&G was trying to reach through Court **TV** or how they differed from **target audiences** on network **TV**.

Gig Barton, Court **TV**'s vice president and director of national **advertising**, said the channel's demographics are proprietary. He did allow though, that the **viewership** tends to have a female skew, and ages tend to be 18 to 54. In other words, it's the soap opera crowd. Brill says Court **TV**'s prime **time** is daytime.

However, P&G clearly sees a different audience for

38/3,K/23 (Item 3 from file: 638)
DIALOG(R)File 638:Newsday/New York Newsday

(c) 2003 Newsday Inc. All rts. reserv.

07151025

HOT SPOT TV Advertisers to Get More Shots at Black Audience

Newsday (ND) - Monday May 31, 1993

By: Harry Berkowitz. STAFF WRITER

Edition: CITY Section: BUSINESS Page: 27

Word Count: 651

...black audiences, Goodman said.

In recent years, the split has grown wider between the prime- time TV shows most watched by black **audiences** and those most watched by **viewers** overall, according to studies by another ad agency, BBDO. The black- **targeted** shows also tend to appeal to a younger **audience**. Some big advertisers such as Burger King, McDonalds, Coca-Cola, Reebok and Kodak place ads...

38/3,K/24 (Item 1 from file: 640)

DIALOG(R)File 640:San Francisco Chronicle

(c) 2003 Chronicle Publ. Co. All rts. reserv.

07580015

PACIFIC BELL WILL DELIVER MOVIES TO THEATERS

San Francisco Chronicle (SF) - MONDAY, March 21, 1994

By: LAURA EVENSON, Chronicle Staff Writer

Edition: FINAL Section: Business Page: D1

Word Count: 726

... testing will involve 10 theaters and two sports bars in Los Angeles. Alcatel makes the **video** transmission and switching **equipment** to be used in Pacific Bell test.

Doing away with physical delivery of movie prints...

... computers that probably will be controlled by large Hollywood studios. Studios could then send digitized **movies** directly to theater owners. Theater owners could also contract with studios or with **advertising** firms to offer **movie trailers** and **commercials** **targeting** specific **audiences**.

The studios are likely to adopt this new technology because it improves their control over...

... theater owners will have to install new projectors and luminescent screens to handle the digitized **film** -- **equipment** that can cost upward of \$100,000 per theater screen. Gunn claims the new digitized...

38/3,K/25 (Item 2 from file: 640)

DIALOG(R)File 640:San Francisco Chronicle

(c) 2003 Chronicle Publ. Co. All rts. reserv.

06587085

MARKETING BY MAIL AND MALL MOVIE MAKERS HAVE NEW LURES HARD TIMES HAVE

MOVIE MAKERS GOING WAY OUT OF THEIR WAY MARKETING BY MAIL AND MALL

San Francisco Chronicle (SF) - FRIDAY March 27, 1992

By: Jamie Beckett, Chronicle Staff Writer

Edition: FINAL Section: NEWS Page: A1

Word Count: 1,094

...as McDonald's and Coca-Cola. For example:

-- The promotional effort for the Kevin Costner film "Dances with Wolves" concentrated on one of its **target audiences** -- American Indians -- with radio **advertisements** in several American Indian languages.

-- To help sell its World War II bomber **movie** "Memphis Belle," Warner Brothers mailed promotions to World War II veterans, pilots and buyers of ...

...of a fantasy as "Beauty and the Beast."

With production costs averaging \$26 million per **film** -- nearly three **times** the cost in 1980 -- studios have too much at stake to leave the success of...

38/3,K/26 (Item 3 from file: 640)
DIALOG(R)File 640:San Francisco Chronicle
(c) 2003 Chronicle Publ. Co. All rts. reserv.

05041001

BIG HUNK OF HULK WILD WRESTLER'S FEATURE OPENS IN 1,200 THEATERS "NO HOLDS BARRED"

SAN FRANCISCO CHRONICLE (SF) - SUNDAY May 28, 1989
By: JOHN STANLEY
Edition: SUNDAY Section: SUNDAY DATEBOOK Page: 26
Word Count: 1,306

...no grunt when it comes to film, for "'No Holds Barred" is not his first **time** before the **movie camera**. He wrestled Sylvester Stallone in a realistic ring **match** in "'Rocky III." Since then many scripts have been offered to Hulk, but he has...

38/3,K/27 (Item 4 from file: 640)
DIALOG(R)File 640:San Francisco Chronicle
(c) 2003 Chronicle Publ. Co. All rts. reserv.

04524664

AFL-CIO TV BLITZ SEEKS TO BOOST IMAGE

SAN FRANCISCO CHRONICLE (SF) - THURSDAY May 12, 1988
By: Kenneth Howe, Chronicle Staff Writer
Edition: FINAL Section: BUSINESS Page: C1
Word Count: 428

...ads should reach an estimated 91 percent of all the U.S. homes that have **television** sets at least four **times**, 10 times in each of the 13 selected major cities. **Viewers** in the labor federation's **target** group, adults age 24 to 49, are expected to see the **commercials** most often. Although Kirkland said the ads weren't designed to recruit new members, the ...

38/3,K/28 (Item 1 from file: 641)
DIALOG(R)File 641:Rocky Mountain News
(c) 2003 Scripps Howard News. All rts. reserv.

09663005

TCI UNITS BUY TV GUIDE VENERABLE MAGAZINE WILL EVOLVE INTO CABLE CHANNEL AND ADVERTISING BEHEMOTH

Rocky Mountain News (RM) - Friday, June 12, 1998
By: Rebecca Cantwell Rocky Mountain News Staff Writer Bloomberg Business

News contributed to this report.
Edition: Final Section: Business Page: 1B
Word Count: 816

... site with about 30 million page views a month - and millions of cable and satellite **television viewers** in other nations, Boylan said.

"The **advertisement** will be **customized** for each culture and each language to be appropriate," he said. "Nobody else can weave..."

... of footprint that can enable an advertiser to reach all those different markets."

The printed **TV** Guide may evolve over **time** into an entertainment magazine devoid of television listings and may grow into a full-size...

38/3,K/29 (Item 2 from file: 641)
DIALOG(R)File 641:Rocky Mountain News
(c) 2003 Scripps Howard News. All rts. reserv.

07350043

ADVERTISING OPPORTUNITIES PLENTIFUL IN TV INDUSTRY

Rocky Mountain News (RM) - WEDNESDAY DECEMBER 15, 1993
By: COURTNEY PRICE
Edition: FINAL Section: BUSINESS Page: 79A
Word Count: 516

... It is critical to find the best and most cost-effective ways to reach your **customers** that will produce the results you want to achieve.

If you decide to consider **TV advertising**, work with a **television** sales rep, a media buying service or an **advertising** agency that **targets** entrepreneurs. Consider using a media buying service, which provides expertise in buying various types of...

... money in the long run. Typically, media buying services purchase millions of dollars' worth of **TV time** monthly and can obtain much better prices than you can.

Another way to save on...

38/3,K/30 (Item 3 from file: 641)
DIALOG(R)File 641:Rocky Mountain News
(c) 2003 Scripps Howard News. All rts. reserv.

05545828

LOOK FOR NFL COMPROMISE ON SIGNAL SCRAMBLING

ROCKY MOUNTAIN NEWS (RM) - TUESDAY SEPTEMBER 4, 1990
By: NORM CLARKE ROCKY MOUNTAIN NEWS SPORTS COLUMNIST
Edition: FINAL Section: SPORTS Page: 50
Word Count: 623

The movement, which took root in California, **targets** Anheuser-Busch because it is the largest **buyer** of **advertising time** on sports **television**.

John Ziegler, owner of the Jackson's Hole chain in Denver, was among those infuriated...

38/3,K/31 (Item 1 from file: 701)
DIALOG(R)File 701:St Paul Pioneer Pr Apr
(c) 2003 St Paul Pioneer Press. All rts. reserv.

12740041

PEDIATRICIANS WANT ADS BANNED

St. Paul Pioneer Press (ST) - Thursday, February 9, 1995
Edition: Metro Final Section: Main Page: 4A
Word Count: 85

TEXT:

... pediatricians' group wants to ban alcohol and tobacco ads in all media, cut the commercial time allowed during children's TV programs and impose surcharges on TV advertisers who target youngsters. "The American Academy of Pediatrics believes advertising directed toward children is inherently deceptive and exploits children under age 8," the 49,000-member organization said. American children see an estimated 360,000 TV ads before graduating from high school, including some 2,000 ads per year for beer...

38/3,K/32 (Item 1 from file: 702)
DIALOG(R)File 702:Miami Herald
(c) 2003 The Miami Herald Publishing Co. All rts. reserv.

10318285

DATA HARVESTERS RAISE PRIVACY ISSUES WITH WEB STRATEGY

Miami Herald (MH) - Sunday, November 14, 1999
By: MIKE HUDSON, Herald Washington Bureau
Edition: Final Section: Business Page: 2E
Word Count: 860

...who has bought Bulls clothing online.

This allows the Web sites to charge rates several times higher than television or newspapers for their advertising because the ads will be directed at a very specific audience.

Critics say consumers shouldn't be targeted without their permission, and that data companies' promise to allow consumers to opt out of...

38/3,K/33 (Item 1 from file: 703)
DIALOG(R)File 703:USA Today
(c) 2003 USA Today. All rts. reserv.

08642853

A new approach to TV viewing

USA TODAY (US) - MONDAY September 14, 1998
By: Julie Schmit
Edition: FINAL Section: MONEY Page: 10B
Word Count: 527

... bigger challenges, including those of a technical or marketing nature. Numerous ventures, including Your Choice TV and Time Warner's Full Service Network, have tried to do similar things and failed. That has...

... payoff is so big that companies keep trying. Almost every U.S. home has a TV, and viewers spend hours with them. TiVo is going after more than just viewers. It wants to get advertisers on board as well and begin to target specific ads to specific households.

If successful, "it will have a lot of value," says Gary Arlen...

38/3,K/34 (Item 2 from file: 703)
DIALOG(R) File 703:USA Today
(c) 2003 USA Today. All rts. reserv.

08564901

Videoconferencing: Better sound, picture
USA TODAY (US) - TUESDAY June 11, 1996
By: Keith L. Alexander
Edition: FINAL Section: MONEY Page: 05B
Word Count: 939

... up in a meeting room with a table and dinnerware. Across the table are two **video cameras** that capture movements. Three microphones are hidden underneath a table cloth. At the base of...

...African-American and Hispanic communities.

In the past, Southwest's approach was to use mainstream **advertising** in media **targeted** to minorities. Beginning later this summer, Southwest will flood minority- **targeted** publications and radio and **television** stations with **advertisements** geared to minority **audiences**. It has hired two minority-owned marketing firms, Siboney USA and King Group, both of...

38/3,K/35 (Item 3 from file: 703)
DIALOG(R) File 703:USA Today
(c) 2003 USA Today. All rts. reserv.

08212074

'96 DREAM TEAM, SELES' RETURN ELICIT SMILES
USA Today (US) - MONDAY July 31, 1995
By: Michael Hiestand
Edition: FINAL Section: SPORTS Page: 02C
Word Count: 606

... her retirement." And when CBS listened in to a microphoned official briefing players before the **match**, **viewers** heard "TV wants extra **time** (for **commercials**) - it's going to be quite awhile on changeovers."

But the bottom line, as CBS...

38/3,K/36 (Item 4 from file: 703)
DIALOG(R) File 703:USA Today
(c) 2003 USA Today. All rts. reserv.

05562040

MOVIE PROMOS MEET MASS MARKETING
USA Today (US) - TUESDAY November 6, 1990
By: Susan Spillman
Edition: FINAL Section: LIFE Page: 05D
Word Count: 440

...Dick Tracy.

Theater trailers are effective marketing tools, but "theaters can't play all 40 **movie** trailers out at any one **time**," says Adam Fields, whose new company, Preview Tech, places the trailers in Circuit City stores. He adds that "the demographics of consumer electronics **buyers**

from 18 to 35 are a perfect **match** with **moviegoers** ."

" **TV commercials** are still the most effective way of selling a **movie** ," says Rob Friedman, president of advertising and publicity for Warner Bros. But the rising cost of **TV time** has "us always looking for alternatives."

More of the latest:

- About 750,000 American history...

38/3,K/37 (Item 5 from file: 703)
DIALOG(R)File 703:USA Today
(c) 2003 USA Today. All rts. reserv.

05054441

WHEN TV IMITATES LIFE 'THE PREPPIE MURDER' GOES PRIME TIME
USA Today (US) - FRIDAY TH September 22, 1989
By: Patty Rhule
Edition: FINAL Section: LIFE Page: 01D
Word Count: 1,181

... downbeat headlines - a built-in recognition potential - and serve them up as more palatable prime- **time** fare. When they come to **TV** , these stories often assume a television-friendly approach - championing a cause, sending a message, creating...

... he calls a "considerable" donation to a victims' rights fund in Levin's name.

The **movie** also points a well-aimed finger at the press. That's always an easy **target** , and a sure-fire **audience** pleaser. "All those **banner** headlines that took New York by storm - 'Rough Sex in the Park' - left an indelible..."

38/3,K/38 (Item 1 from file: 704)
DIALOG(R)File 704:(Portland)The Oregonian
(c) 2003 The Oregonian. All rts. reserv.

09771036

FALL TV GETS GOING, AND SO DO CANDIDATES
Oregonian (PO) - Monday, September 28, 1998
By: LAURA OPPENHEIMER - of the Oregonian Staff
Edition: SUNRISE Section: LOCAL STORIES Page: B01
Word Count: 1,013

...Sizemore reserves air time soon.

Kitzhaber, the heavy favorite, had planned about \$41,000 of **TV ads** as of Wednesday. Sizemore had not **scheduled** any **TV commercials** .

Spending money wisely often means **targeting** specific **audiences** through mailings or choices of **TV** and radio shows, said Richard Manning, Sizemore's campaign manager. Manning said the challenger is at...

... financial disadvantage to the incumbent but added that the Sizemore campaign probably still will buy **TV time** .

Watchful waiting

Candidates, advertising executives and campaign managers are waiting and watching to see several...

38/3,K/39 (Item 2 from file: 704)
DIALOG(R)File 704:(Portland)The Oregonian
(c) 2003 The Oregonian. All rts. reserv.

09562100

'SEINFELD' FINALE WILL SERVE AS GARDENBURGER'S ENTREE

Oregonian (PO) - Tuesday, March 3, 1998
By: JIM HILL of the Oregonian Staff
Edition: SUNRISE Section: BUSINESS Page: A01
Word Count: 779

...The timing's great.'

And, Rogers said, he agrees that the demographics of the ``Seinfeld'' audience matches up extremely well with Gardenburger's target population.'

NBC would not say who else is advertising during the final episode.

Gardenburger's television advertising campaign will begin airing May 4 with two of three animated commercials. The third...

... will run during May and June on NBC and on other main broadcast and cable TV networks. Spots are scheduled to run on such shows as ``ER,''
``Home Improvement,''
``Touched by an Angel,''
``Ellen,''
``Spin...

38/3,K/40 (Item 3 from file: 704)
DIALOG(R)File 704:(Portland)The Oregonian
(c) 2003 The Oregonian. All rts. reserv.

07579119

CAMPAIGN COSTS STILL CAUSING MANY CONCERNS

Oregonian (PO) - SUNDAY, March 20, 1994
By: DAVID HESS - Knight-Ridder News Service
Edition: FOURTH Section: WIRE STORIES Page: A04
Word Count: 1,079

... spiraling costs of election contests were pushed up not only by the inflated price of television time and postage but also by the increasingly sophisticated use of both methods by candidates.

``For...

... have the opportunity to connect with voters in a very focused way, and we can target our audiences.'

That had led to cheaper costs per ad on television but greater overall costs because candidates in big media markets have to produce five or...

38/3,K/41 (Item 4 from file: 704)
DIALOG(R)File 704:(Portland)The Oregonian
(c) 2003 The Oregonian. All rts. reserv.

06623129

SEVERAL PORTLAND RADIO STATIONS TUNE OUT POLITICAL ADVERTISING

Oregonian (PO) - SATURDAY, May 2, 1992
By: BARNES C. ELLIS - of the Oregonian Staff

Edition: FOURTH Section: LOCAL STORIES Page: B04
Word Count: 421

... change was troubling because radio is the cheapest way for local candidates to reach an **audience** repeatedly. Newspaper and direct-mail **advertising** " **targets** the smartest part of the electorate a lot of **times** ." **Television** is too expensive for many candidates.

While television stations are covered by the same laws...

... chief opponent in the mayoral race, state Rep. Vera Katz, has not purchased any radio **time** . However, she began purchasing **television time** on local stations this week. A campaign spokesman said ads are in the works.

38/3,K/42 (Item 1 from file: 706)
DIALOG(R)File 706:(New Orleans)Times Picayune
(c) 2003 Times Picayune. All rts. reserv.

09522242

FUTURE FUZZY FOR DIGITAL TV

New Orleans Times Picayune (NO) - Thursday, January 22, 1998
By: RONETTE KING Business writer
Edition: THIRD Section: MONEY Page: C1
Word Count: 586

...t see us making more money just because the picture is better."

The first digital **TV** broadcasts are **scheduled** for the fall of this year on CBS, NBC, ABC and Fox stations in Atlanta...

... by then, the stations can continue standard and high-definition simulcasts beyond 2006.

As digital **television** offers more local programming choices, the additional channels will create niche markets and pockets of **viewers** , possibly appealing to advertisers looking for **targeted** markets, broadcast executives said.

Digital **TV** **offers** broadcasters and programmers more opportunity across the board, Smith said.

"We think if you build...

38/3,K/43 (Item 2 from file: 706)
DIALOG(R)File 706:(New Orleans)Times Picayune
(c) 2003 Times Picayune. All rts. reserv.

05628167

MICROFILM COMPANY IN FUJI PROGRAM

New Orleans Times Picayune (NO) - TUESDAY May 8, 1990
Edition: THIRD Section: DD Page: D5
Word Count: 133

... in the country and the largest micrographics company in the Southeast, with 160 employees. It **offers** a range of **film** processing, supplies and **equipment** , and designs **customized** software for database management.

Southern Microfilm's **customers** include financial institutions, state and local government agencies, medical concerns and petrochemical

companies.

38/3,K/44 (Item 1 from file: 707)
DIALOG(R)File 707:The Seattle Times
(c) 2003 Seattle Times. All rts. reserv.

06016310
SOMETHING IN THE AIR AT KISW?
Seattle Times (SE) - Thursday March 28, 1991
By: KIT BOSS
Edition: FINAL Section: SCENE Page: F1
Word Count: 596

...for more popular stations.

The rumors gained credence when word leaked that KISW was buying
TV ads at times that target women - not the young men who represent
a rock station's core **audience**.

Women do happen to be the target of Top 40-type formats, which play
less...

38/3,K/45 (Item 2 from file: 707)
DIALOG(R)File 707:The Seattle Times
(c) 2003 Seattle Times. All rts. reserv.

05534780
GAMES AT A GLANCE EVEN BEFORE
Seattle Times (SE) - Wednesday July 18, 1990
Edition: FINAL Section: SPORTS Page: B1
Word Count: 491

...schedules:

An event-by-event schedule for that evening and the next day. We'll
preview key events, competitors and **matchups**. And we'll provide
easy-to-use details on **time**, place and **ticket** availability.

Television :

A daily chart will show exactly what is being broadcast live in an at-a
...

38/3,K/46 (Item 1 from file: 709)
DIALOG(R)File 709:Richmond Times-Disp.
(c) 2003 Richmond Newspapers Inc. All rts. reserv.

05025177
LOOKING FOR A QUIET PLACE TO GET AWAY FROM IT ALL? GO TO ALASKA
Richmond News Leader (VA) - May 9, 1989
By: Steve Clark
Edition: Metro Section: Area Page: 11
Word Count: 783

...12 million. Exxon gave them \$4 million.

"We'll use that money to buy newspaper **ads**, **TV commercials** and
have a direct mail campaign. We will **target** the campaign in the 20
primary markets where the majority of our **tourists** come from -- mainly

the west coast, the west and the midwest.

"We would like to...

... the nation because we are going to place ads in USA Today and buy commercial **time** on some cable **TV** channels."

The first ads and commercials are expected to show up in about two weeks...

38/3,K/47 (Item 1 from file: 713)
DIALOG(R)File 713:Atlanta J/Const.
(c) 2003 Atlanta Newspapers. All rts. reserv.

10130010

**THE LEDGER TURNER'S GROWING STAFF REFLECTS CABLE EXPANSION SLICE OF THE
PIE: CABLE NIBBLES AWAY AT THE BROADCAST NETWORKS' MARKET SHARE.**

Atlanta Journal-CONSTITUTION (AJ-CONSTITUTION) - Monday, May 10, 1999
By: Anne Y. Meyers; For the Journal-Constitution
Edition: Home Section: Business Horizon Page: E3
Word Count: 1,665

... we release are the ratings in the base of the homes that we serve."
Media **buyers** face a constantly changing medium each **time** they purchase
television advertising .

"Cable is really very **targeted** and specific," says Lisa Garofolo,
media supervisor with the Atlanta office of Media Edge, a...

38/3,K/48 (Item 2 from file: 713)
DIALOG(R)File 713:Atlanta J/Const.
(c) 2003 Atlanta Newspapers. All rts. reserv.

09690418

**CLINTON BRINGS DRUG CRUSADE TO ATLANTA CEREMONY KICKS OFF \$195 MILLION AD
CAMPAIGN**

ATLANTA Journal (ATLANTA Journal) - Thursday, July 9, 1998
Section: News Page: A01
Word Count: 393

...state's raging wildfires.

Beginning today in 75 major newspapers and on the four major **TV**
networks tonight, parents and a **target** youth **audience** will be
bombarded by provocative anti-drug **ads** produced gratis by some of Madison
Avenue's premiere ad agencies. The goal is to hit the average family least
four **times** a week either through **TV** , radio, newspapers, billboards or
the Internet.

38/3,K/49 (Item 3 from file: 713)
DIALOG(R)File 713:Atlanta J/Const.
(c) 2003 Atlanta Newspapers. All rts. reserv.

08308069

Coca-Cola ad spending drops as company refines strategy

Atlanta Constitution (AC) - Saturday, November 4, 1995
By: Chris Roush STAFF WRITER
Section: BUSINESS Page: F/3
Word Count: 367

That doesn't mean the Atlanta-based soft drink giant is downsizing its vaunted ad campaigns. Instead, the change signals Coca-Cola has gotten better at directing **commercials** toward specific **target** audiences, especially younger consumers more prone to watch **TV** during less expensive, non-prime- **time** hours, a Coca-Cola spokesman said.

Mention of the ad spending is expected to be...

38/3,K/50 (Item 4 from file: 713)
DIALOG(R)File 713:Atlanta J/Const.
(c) 2003 Atlanta Newspapers. All rts. reserv.

06175134
TIMELINE THE FIRST PICTURE SHOW 1896
Atlanta Constitution (AC) - Sunday June 23, 1991
By: Tom Chaffin
Section: DIXIE LIVING Page: M/2
Word Count: 734

... didn't work out. Vitascope's limited repertoire of films - shorts of dancers, staged boxing **matches** and such, all shot by Thomas Edison's company - couldn't sustain public interest in...

...in New Orleans lasted only three months. Entrepreneur Rock was forced to hit the road, **films** and **projectors** in hand, just like his competitors. By the **time** real **movie** theaters appeared in 1907, Vitascope and its "stores" were ancient history.

THE LAST REBELS WERE...

38/3,K/51 (Item 5 from file: 713)
DIALOG(R)File 713:Atlanta J/Const.
(c) 2003 Atlanta Newspapers. All rts. reserv.

05627106
IT'S SHAKEOUT TIME FOR REELING MAGAZINES
Atlanta Journal (AJ) - SUNDAY May 6, 1990
By: Melissa Turner Staff writer
Section: BUSINESS Page: H01
Word Count: 1,262

MEMO:

... are the best long-term print media investment. Advertisers already have shown disenchantment with big- **ticket** national magazines such as **Time**, **People** and **TV Guide** - where **ad** pages are off dramatically - and will be looking to **target** their message to the most affluent consumers in the biggest cities. Statistics show that readers...

... are the best long-term print media investment. Advertisers already have shown disenchantment with big- **ticket** national magazines such as **Time**, **People** and **TV Guide** - where **ad** pages are off dramatically - and will be looking to **target** their message to the most affluent consumers in the biggest cities. Statistics show that readers...

38/3,K/52 (Item 1 from file: 714)
DIALOG(R)File 714:(Baltimore) The Sun
(c) 2003 Baltimore Sun. All rts. reserv.

06587187

STUDIOS FIND NEW MARKETING TOOLS

BALTIMORE EVENING SUN (BS) - Friday, March 27, 1992

By: San Francisco Chronicle

Edition: Final Section: Features Page: 12B

Word Count: 257

For example:

* The promotional effort for the Kevin Costner film "Dances with Wolves" concentrated on one of its **target audiences** -- American Indians -- with radio **advertisements** in several American Indian languages.

* To help sell its World War II bomber **movie** "Memphis Belle," Warner Brothers mailed promotions to World War II veterans, pilots and buyers of ...

...of a fantasy as "Beauty and the Beast."

With production costs averaging \$26 million per **film** -- nearly three **times** the cost in 1980 -- studios have too much at stake to leave the success of...

38/3,K/53 (Item 1 from file: 715)

DIALOG(R)File 715:Christian Sci.Mon.

(c) 2003 Christian Science Monitor. All rts. reserv.

09359127

BETTER CAMERA LENS COMES INTO FOCUS FOR HOLLYWOOD DREAMER

Christian Science Monitor (CH) - Friday, July 09, 1999

By: Gloria Goodale Arts and culture correspondent of The Christian Science Monitor

Edition: ALL Section: FEATURES, ARTS & LEISURE, HOLLYWOOD STORIES Page: 18

Word Count: 823

TEXT:

... to the objects (or people) to be filmed, and manually setting focal distances on the **camera**. Once **film** rolls and actors begin to move in unexpected ways, adjustments for proper focus are made...

... What I've invented is instant feedback, with regard to where the focus of the **film camera** is, at any given **time**," says the founder of Perfect Focused Lens Inc., his Vancouver, B.C.-based company. Manual...

... he says, noting that it works much like human vision. Diaconu has mounted two tiny **video cameras** on the **film camera**. "The two **cameras** act exactly like our eyes," he says. They create two ghostlike images visible to the camera operator. Simply put, "When the two images **match** up, the shot is in focus." It's not that nobody has tackled the need...

38/3,K/54 (Item 1 from file: 721)

DIALOG(R)File 721:Lexington Hrld.-Ldr.

(c) 2003 Lexington Herald-Leader. All rts. reserv.

10315060

COOKIES: COOL TOOL FOR WEB ADVERTISERS OR PRIVACY INVASION?

Lexington Herald-Leader (LH) - Thursday, November 11, 1999

By: Mike Hudson Knight Ridder Washington Bureau

Edition: Final Section: Main News Page: A3
Word Count: 980

...who has bought Bulls clothing online.

This allows the Web sites to charge rates several times higher than television or newspapers for their advertising because the ads will be directed at a very specific audience.

Critics say consumers shouldn't be targeted without their permission, and that data companies' promises to allow consumers to opt out of...

38/3,K/55 (Item 2 from file: 721)
DIALOG(R)File 721:Lexington Hrld.-Ldr.
(c) 2003 Lexington Herald-Leader. All rts. reserv.

07580110

SO, WHO IS WATCHING YOU? DIRECT MARKETERS CAN KEEP TABS ON CONSUMERS BY
WHAT ROADS YOU TAKE ON THE INFORMATION SUPERHIGHWAY

Lexington Herald-Leader (LH) - SUNDAY, March 20, 1994
By: TODD PACK HERALD-LEADER BUSINESS WRITER
Edition: Final Section: Business Page: 16
Word Count: 1,872

... It would let viewers choose only those programs they want to watch -- a service called video -on-demand -- and that would let marketers target only the viewers most likely to buy their products.

Plumb said ads could be tied to the program being watched. If you order a movie, for example, you might get a discount on take-out pizza.

Rapp, the Lexington ad...

38/3,K/56 (Item 1 from file: 724)
DIALOG(R)File 724:(Minneapolis)Star Tribune
(c) 1996 Star Tribune. All rts. reserv.

06155059

ADVERTISERS FIND A 'DASH' OF COLOR PAYS PILLSBURY IS WOOING MINORITIES
STAR TRIBUNE (MS) - Monday, June 3, 1991
By: Mike Meyers, Staff Writer
Edition: METRO Section: MARKETPLACE Page: 01D
Word Count: 1,825

... are on the East, West and Gulf coasts, although Target stores did sneak in a TV commercial with passages of Spanish dialogue during last summer's Minneapolis Aquatennial. Target officials thought the motif of the commercials, which showed Hispanic customers in a parade, fit the occasion.

In New York City, a polyglot of people from...

... Yorkers ride past billboards for Air Nippon Airlines in English and in Japanese. A public television station sells air time for commercial programs presented in Japanese, Italian, Indian and Spanish.

In California and Texas, Target...

38/3,K/57 (Item 2 from file: 724)

DIALOG(R)File 724:(Minneapolis)Star Tribune
(c) 1996 Star Tribune. All rts. reserv.

05767099

3M PACKAGES TAKE ON NEW LOOK THANKS TO EYE-CATCHING ADVICE

STAR TRIBUNE (MS) - Sunday, September 23, 1990

By: Mike Meyers, Staff Writer

Edition: METRO Section: MARKETPLACE Page: 01D

Word Count: 1,434

...elements in each version, Perception Research discovered.

Volunteers in the research sat one at a **time** at a table, facing a **TV** monitor and a **video camera** was aimed at the person's eyes. The camera was attached to a nearby computer...

...light beam at the volunteer's face. Like an Army tank locking in on a **target**, the computer locks onto light reflections from the pupils of the eyes and follows them...

38/3,K/58 (Item 1 from file: 731)

DIALOG(R)File 731:Philad.Dly.News

(c) 2003 Philadelphia Newspapers Inc. All rts. reserv.

05014955

SMILE, YOU'RE ON NIELSEN'S CAMERA

Philadelphia Daily News (DN) - THURSDAY June 1, 1989

By: Associated Press

Edition: PM Section: NATIONAL Page: 05

Word Count: 384

...that carried nearly \$25 billion in advertising last year.

Advertisers are demanding more proof of **viewership** and the networks are under more pressure to show that **advertising** is reaching its intended **targets**. Ratings are used to help set prices for commercial **time**.

Nielsen has been measuring national **TV** audiences with a "people meter" since 1987. The meter automatically records the channel a set...

38/3,K/59 (Item 1 from file: 733)

DIALOG(R)File 733:The Buffalo News

(c) 2003 Buffalo News. All rts. reserv.

09690007

\$195 MILLION ANTI-DRUG AD BLITZ BY GOVERNMENT MAKES ITS DEBUT

Buffalo News (BN) - Thursday, July 9, 1998

By: SANDRA SOBIERAJ - Associated Press

Edition: CITY Section: NEWS Page: A8

Word Count: 338

... Beginning today in 75 major newspapers, including The Buffalo News, and on the four major **television** networks tonight, parents and a **target audience** of those 9- to 18-years-old will be bombarded by provocative anti-drug **ads** produced at no charge by some of Madison Avenue's premier ad agencies. The effort aims to hit the average family at least four **times** a week through **television**, radio, newspapers, billboards or the Internet.

The nationwide government campaign is the 15th largest single...

38/3,K/60 (Item 1 from file: 734)
DIALOG(R)File 734:Dayton Daily News
(c) 2003 Dayton Daily News. All rts. reserv.

09589005

WHAT'S YOUR WORKPLACE BRAND?

Dayton Daily News (DA) - Monday, March 30, 1998
By: Jim Pawlak
Edition: CITY Section: SMARTMONEY Page: 11
Word Count: 556

...products did not. Sears recognized its problem and began emphasizing its softer side in prime- time TV and print ads targeting female shoppers . Topping calls this the "bullfighter's strategy"; "If you want to be a bullfighter, think...

38/3,K/61 (Item 2 from file: 734)
DIALOG(R)File 734:Dayton Daily News
(c) 2003 Dayton Daily News. All rts. reserv.

07148116

THE MOVIE GUIDE

Dayton Daily News (DA) - FRIDAY, May 28, 1993
Edition: CITY Section: GO! Page: 8
Word Count: 997

TEXT:

... Gun parody is as relentlessly stupid and nearly as hilarious as its predecessor. The specific target this time is the Rambo movies , with Topper Harley (Charlie Sheen) called out of retirement to rescue a rescue team in...

... of both her new high-rise apartment and her body is being monitored by hidden video cameras , and that the tenant (William Baldwin) she's sleeping with may be the culprit - and...

38/3,K/62 (Item 1 from file: 736)
DIALOG(R)File 736:Seattle Post-Int.
(c) 2003 Seattle Post-Intelligencer. All rts. reserv.

07509004

CHANNEL ONE DEAL YIELDS BIG PROFITS OFF CLASSROOM TV
SEATTLE POST-INTELLIGENCER (SP) - SUNDAY, January 9, 1994
By: Robert Kubey
Edition: Final Section: P-I Focus Page: F1
Word Count: 1,071

...advertising each day along with a 10-minute news program.

In return, Whittle lends free video equipment , typically worth \$30,000 to \$50,000. This enables Channel One to sell a national...

...on Channel One because it gives them a captive audience.

Knowing that nearly the entire audience is between the ages of 13 and 17 makes it that much easier to tailor ads for optimal impact.

And unlike TV ads in the home, Channel One guarantees advertisers

complete freedom from competitors' messages - Mars candy need...

38/3,K/63 (Item 2 from file: 736)
DIALOG(R)File 736:Seattle Post-Int.
(c) 2003 Seattle Post-Intelligencer. All rts. reserv.

06095001

MUSIC INDUSTRY MEANS BUSINESS THIS WEEKEND
SEATTLE POST-INTELLIGENCER (SP) - FRIDAY April 5, 1991
By: Gene Stout P-I Pop Critic
Edition: FINAL Section: What's Happening Page: 5
Word Count: 986

... of general manager Beau Phillips' departure late last month and the station's purchase of **TV ads** at times that **target** women, rather than the young males who form KISW's primary **audience** .

KISW, which went on the air in 1950, celebrates its 20th anniversary as a rock...

38/3,K/64 (Item 3 from file: 736)
DIALOG(R)File 736:Seattle Post-Int.
(c) 2003 Seattle Post-Intelligencer. All rts. reserv.

05715041

ALAN YOUNG FINDS SCROOGE JUST DUCKY
SEATTLE POST-INTELLIGENCER (SP) - FRIDAY August 3, 1990
By: Jamie Portman Southam News
Edition: FIRST Section: What's Happening Page: 19
Word Count: 423

... years old, his own Emmy award-winning U.S. TV show, four successful CBS seasons **matching** wits with a talking horse in the 'Mr. Ed' series, and a starring role in a cult science-fiction favorite, the 1960 MGM **movie** 'The **Time Machine** .'

But Scrooge McDuck is something special.

'I love doing Scrooge,' says Young, moving effortlessly into...

38/3,K/65 (Item 1 from file: 738)
DIALOG(R)File 738:(Allentown) The Morning Call
(c) 2003 Morning Call. All rts. reserv.

10136088

CHICAGO PUT THE ROAR IN THE ROARING '20S
Morning Call (Allentown, PA) (MC) - Sunday, May 16, 1999
By: WENDY E. SOLOMON, The Morning Call

Edition: SECOND Section: NATIONAL Page: A01
Word Count: 4,380

CAPTION:

...1923
National Women's Party vows to get Equal Rights Amendment passed.
Kodak introduces home **movie equipment** .
Neon advertising signs appear.
Time magazine is published.
Jelly Roll Morton makes his first records in Chicago.

President Harding dies...

...Dancer Isadora Duncan killed in freak accident, long scarf caught in car wheel.

Boxing re- **match** between Dempsey and Tunney. Tunney wins again.

New York Yankees baseball slugger Babe Ruth hits...Blue (Has Anybody Seen My Gal?)

"If You Knew Susie, Like I Know Susie

"Sleepy Time Gal"

AT THE **MOVIES**

"Charley's Aunt" with Syd Chaplin

WHAT PEOPLE WERE READING

" The Great Gatsby"

" So Big...

38/3,K/66 (Item 1 from file: 741)

DIALOG(R)File 741:(Norfolk)Led./Pil.

(c) 2003 Virg.-Pilot/Led.-Star. All rts. reserv.

07860005

FOR FEDERAL FUNDING OF PUBLIC TELEVISION

VIRGINIAN-PILOT (Norfolk, VA) (VP) - Monday, December 26, 1994

By: ERVIN S. DUGGAN

Edition: FINAL Section: FRONT Page: A12

Word Count: 831

... 500 channel universe," it's important to remember a few important facts.

Only noncommercial public **television** addresses its **viewers** as citizens - as complete human beings - and not merely as **targets** for **commercials** . And at a **time** when "tabloid **television** " seems to be taking over the airwaves, public **television** may be our last, best hope for television that takes its mission, and its audience...

38/3,K/67 (Item 2 from file: 741)

DIALOG(R)File 741:(Norfolk)Led./Pil.

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07281040

'MALICE' IS A CONFUSING MESS OF A MOVIE

VIRGINIAN-PILOT (Norfolk, VA) (VP) - Friday, October 8, 1993

By: Tamar Anitai, Teenology movie reviewer

Edition: FINAL Section: DAILY BREAK Page: B5

Word Count: 350

... of profanity, there were some graphic medical procedures, fights and a bit of skin.

"Malice" **targets** a prestigious, mature **audience** . The suspenseful, adventuresome **previews** are misleading and are about as exciting as the **movie** gets. Had I not been paid to see this movie, I would have demanded a refund. I left with a feeling of malice toward the **movie** and myself for wasting my **time** .

38/3,K/68 (Item 1 from file: 743)

DIALOG(R)File 743:(New Jersey)The Record

(c) 2003 No.Jersey Media G Inc. All rts. reserv.

07694081

GAME, SET, PROFITSMAHWAH TOURNAMENT A SHOWCASE FOR SPONSORS

Record (Northern New Jersey) (RE) - WEDNESDAY, July 13, 1994

By: NANCY J. KIM, Staff Writer

Edition: All Editions Section: BUSINESS Page: c01

Word Count: 809

... where tournament signs abound) for a test drive or car service and get two free **tickets** . Buy 10 frozen Minute Maid products and get a **ticket** to Wednesday night's **matches** .

To sweeten the promotional pot, Korff throws advertising spots into the sponsorship packages. He owns all the **television time** reserved for the tournament, so companies do not have the expense of commercial advertising on...

?

?show files;ds

File 13:BAMP 2003/Mar W4

(c) 2003 Resp. DB Svcs.

File 75:TGG Management Contents(R) 86-2003/Mar W4

(c) 2003 The Gale Group

| Set | Items | Description |
|-----|-------|--|
| S1 | 99081 | TARGET? OR CUSTOMI? OR TAILOR? OR MATCH? |
| S2 | 10555 | S1(15N) (ADVERTI?EMENT? OR ADVERTI?ING OR AD OR ADS OR COMM- ERCIALS OR BANNER? ? OR OFFERS OR INDUCEMENT? ? OR INCENTIVE? ? OR (MARKETING OR PROMOTIONAL) ()MESSAGE? ? OR STREAMER? ? OR TRAIL?R? ? OR PREVIEW? ? OR PROMO? ? OR PROMOTION? ?) |
| S3 | 3128 | S2(15N) (AUDIENCE? OR BUYER? OR CUSTOMER? OR TICKET? OR SHO- PPER? OR TRAVELL?R? OR MEMBER OR VIEWER? OR SIGHTSEER? OR TOU- RIST?) |
| S4 | 212 | S3(15N) (MOVIE? OR (AUDIO? OR VIDEO?) (2W) (CLIP? OR PRESENTA- TION? OR PROGRAM OR SHOW) OR FILM? ? OR TV OR TELEVISION?) |
| S5 | 2431 | (MOVIE? OR FILM? OR VIDEO?) (3N) (PROJECTOR? OR EQUIPMENT OR MACHINE OR CAMERA?) |
| S6 | 2172 | (MOVIE? OR FILM? OR TV OR TELEVISION? OR SITCOM?) (5N) (SCHE- DULE? OR TIME?) |
| S7 | 0 | S4(3S)S5 |
| S8 | 20 | S4(3S)S6 |
| S9 | 14 | S4(S)S6 |
| S10 | 0 | S8(3S)TICKET? |
| S11 | 0 | S7 OR S10 |
| S12 | 0 | S11 NOT PY>1999 |
| S13 | 0 | RD (unique items) |
| S14 | 0 | NCNINC()COM |
| S15 | 0 | RD (unique items) |
| S16 | 0 | S2 AND S15 |
| S17 | 1 | S1(S)S5(S)S6 |
| S18 | 1 | S17 NOT PY>1999 |
| S19 | 1 | RD (unique items) |
| S20 | 1 | S19 NOT S13 |
| S21 | 421 | S2(15N) (TYPE OR KIND OR CATEGORY OR BASED() (ON OR UPON) (2W-) (MOVIE? OR FILM)) |
| S22 | 0 | S21(15N) (TICKET? ?) (3N) (PURCHASE OR PURCHASED OR BOUGHT OR BUY OR SOLD) |
| S23 | 6 | S6(2S)S21 |
| S24 | 4 | S23 NOT PY>1999 |
| S25 | 4 | RD (unique items) |
| S26 | 0 | S2(15N) (MOVIE? OR FILM OR VIDEO?) (5N) (BEING() (SHOWN OR PLA- YED OR WATCHED OR PROJECTED OR STREAMED)) |
| S27 | 0 | RD (unique items) |
| S28 | 24 | S8:S9 OR S19 OR S25 |
| S29 | 23 | RD (unique items) |
| S30 | 20 | S29 NOT PY>1999 |

?t30/3,k/all

30/3,K/1 (Item 1 from file: 13)

DIALOG(R)File 13:BAMP

(c) 2003 Resp. DB Svcs. All rts. reserv.

01146861 02258805 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Targeted advertising gets across the NAPA message

(The objectives of NAPA's advertising plan is to protect its brand name and
build business; female customers are one target market)

Aftermarket Business, v 109, n 12, p 26-27

December 1999

DOCUMENT TYPE: Journal ISSN: 0892-1121 (United States)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

Considered all

WORD COUNT: 929

ABSTRACT:

...has 70 distribution centers across eight regions in the US and within each region, an **Ad Council** has been formed that determines the type of **advertising** to be used. NAPA also **targets** female **customers** by **advertising** in magazines, such as in "People," and buying **time** on **television** broadcasts of events such as the Miss America Pageant.

...

30/3,K/2 (Item 2 from file: 13)

DIALOG(R)File 13:BAMP

(c) 2003 Resp. DB Svcs. All rts. reserv.

01128740 02043892 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Use All the Arrows in Your Quiver

(When marketing over the Internet it is important to focus on getting visitors, registering visitors, and getting those visitors to purchase something)

Article Author(s): Butkus, R T

DM News, v 21, n 23, p 20

June 21, 1999

DOCUMENT TYPE: Journal ISSN: 0194-3588 (United States)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 945

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...in their quiver and inventing new ones to boot.

One need only to watch prime- **time television**, drive down the freeway or pick up a magazine or daily newspaper to see the...

...that e-commerce companies are taking in the media milieu. It does not stop with **advertising** by any means. **Targeted** direct mail, outbound telemarketing, DRTV, co-op mailings, event marketing, cross- **category promotions** are all being used with great success by the best e-marketers.

This increase in...

30/3,K/3 (Item 3 from file: 13)

DIALOG(R)File 13:BAMP

(c) 2003 Resp. DB Svcs. All rts. reserv.

01107041 01787857 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Television Station Acceptance of AIDS Prevention PSAs and Condom Advertisements. Part 1 of 3

(Television stations are more likely to accept public service announcements regarding AIDS if the content is very generic and downplays sex and illegal drug use)

Article Author(s): Abernethy, Avery M; Wicks, Jan LeBlanc

Journal of Advertising Research, v 38, n 5, p 53-57

September 1998

DOCUMENT TYPE: Journal ISSN: 0021-8499 (United States)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2165

ABSTRACT:

...the influences on their acceptance/rejection decisions. There are three

critical success factors for AIDS **television** campaigns. First, they should motivate changes in individual behavior to reduce AIDS transmission. Second, the **ads** must be successfully distributed to the right **target audience**. Third, a sustained effort to communicate AIDS public-health information should be made. The study...
...are more willing to accept all three types of AIDS information (condom ads with the **TV time** being bought by the condom maker, condom or safe sex ads, and general AIDS awareness...

30/3,K/4 (Item 4 from file: 13)
DIALOG(R)File 13:BAMP
(c) 2003 Resp. DB Svcs. All rts. reserv.

01107032 01814452 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Television Station Acceptance of AIDS Prevention PSAs and Condom Advertisements, Part 2 of 3
(Television stations are more likely to accept public service announcements regarding AIDS if the content is very generic and downplays sex and illegal drug use)
Article Author(s): Abernathy, Avery M; Wicks, Jan LeBlanc
Journal of Advertising Research, v 38, n 5, p 53-57
September 1998
DOCUMENT TYPE: Journal ISSN: 0021-8499 (United States)
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2687

ABSTRACT:
...the influences on their acceptance/rejection decisions. There are three critical success factors for AIDS **television** campaigns. First, they should motivate changes in individual behavior to reduce AIDS transmission. Second, the **ads** must be successfully distributed to the right **target audience**. Third, a sustained effort to communicate AIDS public-health information should be made. The study...
...are more willing to accept all three types of AIDS information (condom ads with the **TV time** being bought by the condom maker, condom or safe sex ads, and general AIDS awareness...

30/3,K/5 (Item 5 from file: 13)
DIALOG(R)File 13:BAMP
(c) 2003 Resp. DB Svcs. All rts. reserv.

01105272 01776857 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Alternate Sources: Making the Trip Worthwhile, Part 1 of 2
(Article looks at plethora of sources other than direct mail and newsstand, ranging from mundane insert cards to the Web, for magazine publishers)
CM/Circulation Management, p 32-42
December 1998
DOCUMENT TYPE: Journal ISSN: 0888-8191 (United States)
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 4277

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...cost-effectively.

There are publishers who are choosing not to market their magazines during their **TV** programs. **Time** Inc., for instance, has not aired subscription spots during NewsStand since the program's June...

...Other circulators say they're eager to test the waters, but have trouble securing air **time** on the **TV** shows of their own titles. But where publishers are marketing magazines in conjunction with branded...

...Trend Television and Hot Rod TV programs, which air on The Nashville Network. "That's **kind** of breakthrough, because when we've run those same **commercials** outside of our television shows, on other **targeted** networks, we haven't been able to make them work," says Borchetta.

Having your own...

30/3,K/6 (Item 6 from file: 13)
DIALOG(R)File 13:BAMP
(c) 2003 Resp. DB Svcs. All rts. reserv.

01095736 01656349 (USE FORMAT 7 OR 9 FOR FULLTEXT)

The Customer Service Process

(Companies need to be aware of customer service as it offers one of the most important edges in the market; article discusses the role of interactive advertising in customer service)

Business Line (India), p na

July 16, 1998

DOCUMENT TYPE: Journal ISSN: 0971-7528 (India)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 3465

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...and telephone companies also have the potential to deliver one-on-one marketing communications. Thus **advertising** will be **targeted** at and delivered to specific **viewers** or groups based on demographic profiles. The value proposition of the ad on interactive **television** will be quite different from that of broadcast **television**.

Interactive **television** networks will make it possible to deliver programming at the request of the **viewer**. Thus the network will allow the service provider to deliver **advertising** that is **targeted** to specific **viewers** or groups based on their demographic profiles. How will the value of the interactive **television** ad be determined?

Currently the value of an advertising time slot is directly related to...

...guarantees an exceptionally large audience to the advertisers. This model will likely persist for broadcast **television**.

The value of advertising **time** for interactive **television** networks will have no direct link to program popularity but rather to the demographic profile...

...overall viewing time of the target audience. High-quality programming will continue to attract large **audiences**, but it only has value to the advertiser when members of the advertiser's **target audience** view the program. In summary, mass media **advertising** is a passive activity while the Web and potentially interactive **television** engage in proactive promotion. Although the overall value of proactive advertising is a big concern...

30/3,K/7 (Item 7 from file: 13)
DIALOG(R)File 13:BAMP

(c) 2003 Resp. DB Svcs. All rts. reserv.

01094683 01645211 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Freemail Becomes a Web Staple

(Freemail offers portability, privacy, permanence, power and simplicity to users, many of whom have e-mail addresses as well, and those seeking to use freemail should look for a service having compose-and-send functions, attachments, and a mailbox)

Article Author(s): O'Leary, Mick

Online Magazine, v 22, n 5, p 75-76

September 1998

DOCUMENT TYPE: Journal ISSN: 0146-5422 (United States)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1563

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...involving grand but unfulfilled hopes, relentless innovation, and overpriced properties. It's occurring in Web **time** --like regular business **filmed** with **timelapse** photography, and then shown at the fastest possible speed.

The world first heard of freemail...

...the same. Subscribers fill out a detailed, sometimes lengthy questionnaire, which is the basis for **targeted advertising**, **matched** to the member's interests with a precision impossible with general, open Web site **ads**, or indeed almost any other **kind** of advertising.

FreeMark shut down at the end of 1996, with an estimated 20,000...

30/3,K/8 (Item 8 from file: 13)

DIALOG(R)File 13:BAMP

(c) 2003 Resp. DB Svcs. All rts. reserv.

01056326 01177352 (USE FORMAT 7 OR 9 FOR FULLTEXT)

The Once and Future Web: Scenarios for Advertisers (Part 2 of 2 parts)

(Advertising's importance to the Web)

Article Author(s): McDonald, Scott C

Journal of Advertising Research, v 37, n 2, p 21-28

March 1997

DOCUMENT TYPE: Journal ISSN: 0021-8499 (United States)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 3016

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...Scenario #5: Ads get detached from media

Traditionally, ads have been embedded in media: an **ad** is inserted into a specific **TV** program or magazine as a means of finding its **target audience**. However, the developments in base and superstructure discussed above make it likely that this traditional...

...problems, aggregate ad revenue per Web user is still higher than was true for cable **TV** at a comparable **time** in its growth trajectory. Amidst this scenery of change and dynamism, it is possible to...

30/3,K/9 (Item 9 from file: 13)

DIALOG(R)File 13:BAMP
(c) 2003 Resp. DB Svcs. All rts. reserv.

01049841 01059065 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Strategic 'All-Encompassing Philosophy' Integral To Facility Marketing Class
(Every employee is involved in marketing a facility; facilities won't necessarily benefit from advertising)
Article Author(s): Waddell, Ray
Amusement Business, p 3,25
June 16, 1997
DOCUMENT TYPE: Journal ISSN: 0003-2344 (United States)
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 1112

ABSTRACT:
...the budget. Newspapers are effective for promoting specific events, an on-sale date, or any **time** a quick response is desired. **Television** and radio have a broad **audience** and can also be very **targeted**. Meanwhile, **promotions** encourage involvement and they tend to be specific to an initiative, event, or strategy. Public...

30/3,K/10 (Item 10 from file: 13)
DIALOG(R)File 13:BAMP
(c) 2003 Resp. DB Svcs. All rts. reserv.

01020493 00807724 (USE FORMAT 7 OR 9 FOR FULLTEXT)
TV AND RADIO THE TOOLS TO CHANGE RETAIL IMAGE
(Home improvement chains are using unique radio and TV ads to shape their images and distinguish themselves from competition)
Article Author(s): Kelly, Joseph M
Home Improvement Market, p 62-63+
September 1996
DOCUMENT TYPE: Journal ISSN: 8755-254X (United States)
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 993

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...Highway Patrol.

According to Mark Mollico, 84 Lumber's director of marketing, professionals have no **time** to watch **television**. D-i-yers do. "We're **targeting** pick-up truck **customers**," he says. "Men aged 25-54."

Though print **advertising** remains the preferred vehicle for generating sales, **television** and radio have a far greater impact on a store's image. This spring, Hechinger...

30/3,K/11 (Item 11 from file: 13)
DIALOG(R)File 13:BAMP
(c) 2003 Resp. DB Svcs. All rts. reserv.

01005578 00804830 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Does TV Advertising Really Affect Sales? The Role of Measures, Models, and Data Aggregation: Part 2 of 2 parts
(Study indicates that aggregating data over time and households may create a false impression of advertising having a statistically significant effect on sales)

Article Author(s): Tellis, Gerard J; Weiss, Doyle L
Journal of Advertising, v 24, n 4, p 7-12
Fall 1995
DOCUMENT TYPE: Journal ISSN: 0091-3367 (United States)
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2733

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...contain great variance in exposure levels across panelists and across time within a brands' advertising **schedule**. Suppose individual **TV** exposures do not affect individual brand choices. In that case, aggregate **advertising** levels may relate to aggregate sales because managers **target** heavy **buyers** with more GRPs, or because managers increase **advertising** activity during the peak season. In general, data aggregation inflates covariation, leading to problems of...

30/3,K/12 (Item 12 from file: 13)
DIALOG(R)File 13:BAMP
(c) 2003 Resp. DB Svcs. All rts. reserv.

01000233 00725493 (USE FORMAT 7 OR 9 FOR FULLTEXT)
COMPETITIVE CLUTTER IN NETWORK TELEVISION ADVERTISING: CURRENT LEVELS AND ADVERTISER RESPONSES

(Rival messages can cut retention of information from TV ads, cause confusion among consumers)

Article Author(s): Kent, Robert J
Journal of Advertising Research, v 35, n 1, p 49-57
January 1995
DOCUMENT TYPE: Journal ISSN: 0021-8499 (United States)
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 3797

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...media environment are presented for new and mature brands. These responses involve changes to common **ad targeting**, creative, media, and research practices.

Consumers often encounter **ads** for directly competing brands within **television** programs. For example, **viewers** might encounter ads for three pain relievers or four similar import autos during an hour...

...to increase ad effectiveness in the current environment. Analysis of a larger sample of network **television time** was made possible through the use of data from Competitive Media Reporting's automated ad...

30/3,K/13 (Item 1 from file: 75)
DIALOG(R)File 75:TGG Management Contents(R)
(c) 2003 The Gale Group. All rts. reserv.

00222399 SUPPLIER NUMBER: 54624803 (USE FORMAT 7 FOR FULL TEXT)
What's a Media Buyer to Do? >BY Joe Mandese.
American Demographics, ISSN 0163-4089, NA
Feb, 1999
ISSN: 0163-4089 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 912 LINE COUNT: 00076

... on the basis of pure audience reach, without distinguishing between such qualitative issues as prime- **time** or daytime, cable or broadcast **TV**, their results favored cheaper options, such as cable and syndicated programs.

And those results were...

...the first to begin buying media based on the composition of "loyal" viewers in various **TV schedules**. DDB's system, known as OnCore, uses Nielsen data to find which **target viewers** watch three out of four episodes of regularly scheduled programs, and places **ads** to reach more of those **viewers**.

TN Media has developed a more sophisticated system that factors in loyalty, attentiveness, and the "holding power" of a show, which is represented by the amount of time **target viewers** spend watching it. TN also inputs variables such as clutter (the amount of **advertising time** contained in a **TV** program), as well as research on **viewer** attitudes toward specific program genres.

And recently, Nielsen Media Research introduced a syndicated system called...

30/3,K/14 (Item 2 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)

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00219597 SUPPLIER NUMBER: 53914746 (USE FORMAT 7 FOR FULL TEXT)

What's a Media Buyer to Do?

MANDESE, JOE

American Demographics, 21, 2, 32(1)

Feb, 1999

ISSN: 0163-4089 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 957 LINE COUNT: 00079

... on the basis of pure audience reach, without distinguishing between such qualitative issues as prime- **time** or daytime, cable or broadcast **TV**, their results favored cheaper options, such as cable and syndicated programs.

And those results were...

...the first to begin buying media based on the composition of "loyal" viewers in various **TV schedules**. DDB's system, known as OnCore, uses Nielsen data to find which **target viewers** watch three out of four episodes of regularly scheduled programs, and places **ads** to reach more of those **viewers**.

TN Media has developed a more sophisticated system that factors in loyalty, attentiveness, and the "holding power" of a show, which is represented by the amount of time **target viewers** spend watching it. TN also inputs variables such as clutter (the amount of **advertising time** contained in a **TV** program), as well as research on **viewer** attitudes toward specific program genres.

And recently, Nielsen Media Research introduced a syndicated system called...

30/3,K/15 (Item 3 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)

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00213572 SUPPLIER NUMBER: 20965436 (USE FORMAT 7 FOR FULL TEXT)

The once and future Web: scenarios for advertisers. (Special Issue: Research Untangles the World Wide Web)

McDonald, Scott C.

Journal of Advertising Research, v37, n2, p21(8)

March-April, 1997

ISSN: 0021-8499

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 6029

LINE COUNT: 00481

... Scenario #5: Ads get detached from media

Traditionally, ads have been embedded in media: an **ad** is inserted into a specific **TV** program or magazine as a means of finding its **target audience**. However, the developments in base and superstructure discussed above make it likely that this traditional...problems, aggregate ad revenue per Web user is still higher than was true for cable **TV** at a comparable **time** in its growth trajectory. Amidst this scenery of change and dynamism, it is possible to...

30/3,K/16 (Item 4 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)

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00200630 SUPPLIER NUMBER: 18259796 (USE FORMAT 7 FOR FULL TEXT)

Efficient public investment in telecommunications infrastructure. (Special Issue: Public Utilities Regulation)

Selwyn, Lee L.

Land Economics, v71, n3, p331(12)

August, 1995

ISSN: 0023-7639

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 7484

LINE COUNT: 00661

... as to whether video display technology has even advanced to the point where it can **match** the quality, clarity, and brightness achievable through conventional film projection, even at the \$100,000 price level for contemporary **video** projection **equipment** suitable for commercial theater use that Pacific has estimated. (37) Second, even if this threshold requirement were fully satisfied, it is not at all apparent why real- **time** transmission of **films** is required. If a theater were to invest the capital to acquire the **video** projection **equipment**, it could just as easily use distribution media such as videotape or laser disk for...

30/3,K/17 (Item 5 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)

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00173303 SUPPLIER NUMBER: 16009286 (USE FORMAT 7 FOR FULL TEXT)

Branch merchandising enhances communication and image.

Morrall, Katherine

Bank Marketing, v26, n5, p49(8)

May, 1994

ISSN: 0888-3149

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2928

LINE COUNT: 00235

... says the systems can even send different messages for each branch, allowing banks to better **target** their **promotions** to their market.

Another attraction of electronic merchandising is that it captures **customers** attention and can diminish the perceived **time** spent waiting in lines. **Television** monitors are usually placed behind teller lines or in areas where customers spend a lot...

30/3,K/18 (Item 6 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)

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00154695 SUPPLIER NUMBER: 13528002 (USE FORMAT 7 FOR FULL TEXT)
Corporate advertising review: spending sags in 1991. (includes related article)
Gill, Gail Stoorza; Cerasoli, Bob
Public Relations Journal, v48, n10, p26(6)
Oct, 1992
ISSN: 0033-3670 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2402 LINE COUNT: 00196

... and magazines (up 21.3%). The most dramatic percentage gains in spending during that same **time** period were on cable network **TV** (up nearly 300%) and syndicated **TV** (up nearly 400%). This reflects the continuing trend of shifting corporate **advertising** messages to media with specific programming that more effectively **targets** business niche **audiences**.

Unlike corporate **advertising**, which tends to build awareness of the company behind the products, association advertising is generally...

30/3,K/19 (Item 7 from file: 75)
DIALOG(R)File 75:TGG Management Contents(R)
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00152404 SUPPLIER NUMBER: 12085879 (USE FORMAT 7 FOR FULL TEXT)
Don't forget Latin America. (marketing products in Latin America) (includes related article)
Martinez, Jon I.; Quelch, John A.; Ganitsky, Joseph
Sloan Management Review, v33, n2, p78(15)
Wntr, 1992
ISSN: 0019-848X LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 7328 LINE COUNT: 00777

... regulated, and the rules differ from one country to another.
In Mexico, for example, all **television** advertising **time** is sold through a government agency, while Peru requires that all advertising be produced locally...

...cannot be used efficiently for consumer durables, but automobile marketers in Mexico have found that **television advertising** on satellite-delivered channels does reach the **target audience**.

Many forms of consumer **promotion** cannot be used yet. Coupon redemption systems involving retailers are only gradually emerging. On-pack ...

30/3,K/20 (Item 8 from file: 75)
DIALOG(R)File 75:TGG Management Contents(R)
(c) 2003 The Gale Group. All rts. reserv.

00146092 SUPPLIER NUMBER: 11649343 (USE FORMAT 7 FOR FULL TEXT)
Corporate advertising in America: a review of published studies on use, measurement, and effectiveness.
Schumann, David W.; Hathcote, Jan M.; West, Susan
Journal of Advertising, v20, n3, p35(22)
Sept, 1991
ISSN: 0091-3367 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 8567 LINE COUNT: 00880

... and some were even pared to 10 second spots because of the increased cost of **television** advertising **time** (Brouillard 1983).
The results of two further studies suggest that the print media may

have...

...the 1970's and 1980's. Historically, the media selected was a function of the **audience targeted** (Davids 1986). Network and spot **television advertisements** have generally not been as **target specific** as **advertising** placed in consumer magazines. **Advertisements** placed in consumer magazines can be directed to specific groups, depending on the focus of...

...an almost revolutionary state with new media sources appearing regularly. With the advent of cable **television** and novel new ways to **target audiences** for **advertising**, it seems impossible to predict any specific trends in media selection and spending. In general, it...

?

?show files;ds

File 256:SoftBase:Reviews,Companies&Prods. 82-2003/Feb

(c)2003 Info.Sources Inc

| Set | Items | Description |
|-----|-------|--|
| S1 | 12965 | TARGET? OR CUSTOMI? OR TAILOR? OR MATCH? |
| S2 | 1173 | S1(15N) (ADVERTI?EMENT? OR ADVERTI?ING OR AD OR ADS OR COMM- ERCIALS OR BANNER? ? OR OFFERS OR INDUCEMENT? ? OR INCENTIVE? ? OR (MARKETING OR PROMOTIONAL) ()MESSAGE? ? OR STREAMER? ? OR TRAIL?R? ? OR PREVIEW? ? OR PROMO? ? OR PROMOTION? ?) |
| S3 | 176 | S2(15N) (AUDIENCE? OR BUYER? OR CUSTOMER? OR TICKET? OR SHO- PPER? OR TRAVELL?R? OR MEMBER OR VIEWER? OR SIGHTSEER? OR TOU- RIST?) |
| S4 | 7 | S3(15N) (MOVIE? OR (AUDIO? OR VIDEO?) (2W) (CLIP? OR PRESENTA- TION? OR PROGRAM OR SHOW) OR FILM? ? OR TV OR TELEVISION?) |
| S5 | 295 | (MOVIE? OR FILM? OR VIDEO?) (3N) (PROJECTOR? OR EQUIPMENT OR MACHINE OR CAMERA?) |
| S6 | 136 | (MOVIE? OR FILM? OR TV OR TELEVISION? OR SITCOM?) (5N) (SCHE- DULE? OR TIME?) |
| S7 | 0 | S4(3S)S5 |
| S8 | 0 | S4(3S)S6 |
| S9 | 0 | S7 OR S8 |
| S10 | 0 | S4(S)S6 |
| S11 | 0 | S8(3S)TICKET? |
| S12 | 0 | S7 OR S10 |
| S13 | 0 | S11 NOT PY>1999 |
| S14 | 0 | RD (unique items) |
| S15 | 0 | NCNINC()COM |
| S16 | 0 | RD (unique items) |
| S17 | 0 | S2 AND S15 |
| S18 | 0 | S1(S)S5(S)S6 |
| S19 | 0 | S14 AND S17 |
| S20 | 0 | S17 NOT PY>1999 |
| S21 | 0 | RD (unique items) |
| S22 | 0 | S19 NOT S13 |
| S23 | 23 | S2(15N) (TYPE OR KIND OR CATEGORY OR BASED() (ON OR UPON) (2W-) (MOVIE? OR FILM)) |
| S24 | 0 | S21(15N) (TICKET? ?) (3N) (PURCHASE OR PURCHASED OR BOUGHT OR BUY OR SOLD) |
| S25 | 0 | S6(2S)S21 |
| S26 | 15 | S23 NOT PY>1999 |
| S27 | 11 | RD (unique items) |
| S28 | 0 | S2(15N) (MOVIE? OR FILM OR VIDEO?) (5N) (BEING() (SHOWN OR PLA- YED OR WATCHED OR PROJECTED OR STREAMED)) |
| S29 | 0 | RD (unique items) |
| S30 | 0 | S8:S9 OR S19 OR S25 |
| S31 | 0 | RD (unique items) |
| S32 | 0 | S29 NOT PY>1999 |

?t27/3,k/all

Considered all

27/3,K/1

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
(c)2003 Info.Sources Inc. All rts. reserv.

00118785 DOCUMENT TYPE: Review

PRODUCT NAMES: Design Elements (771716); Franklin Gothic Heavy (771724);
Adobe Photoshop (213756)

TITLE: Web Themes: Use clip art, color, and type to build your brand

AUTHOR: Green, Chuck

SOURCE: Home Office Computing, v17 n8 p99(1) Aug 1999

April 4, 2003 1 16:34

ISSN: 0899-7373
HOMEPAGE: <http://www.smalloffice.com>

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 20010730

...use of Adobe Systems' Adobe Photoshop, these icons can be squeezed, stretched, and twisted into **customized** shapes. Franklin Gothic Heavy **offers** big, bold, dark **type**, which is certain to attract attention. Another hint is offered: users should try the new...

27/3,K/2

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
(c)2003 Info.Sources Inc. All rts. reserv.

00116893 DOCUMENT TYPE: Review

PRODUCT NAMES: MP3 (839914); RealSystem Advertising Application (754064); RealSystem G2 (703443)

TITLE: RealNetworks Struts Its Stuff at Conference
AUTHOR: Caulfield, Brian
SOURCE: Internet World, v5 n18 p7(1) May 10, 1999
ISSN: 1097-8291
HOMEPAGE: <http://www.iw.com>

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 20010330

MP3, RealNetworks' RealSystem Advertising Application, which integrates with RealNetworks' RealSystem G2 media servers, operates with **ad** server software from NetGravity and Engage. The tool will allow **ad** management services, including DoubleClick, **MatchLogic**, and Real Media to place **targeted**, TV- **type commercials** and **banners** in streaming media clips. RealNetworks' competitors include streaming software from Microsoft and Apple Computer, but...

27/3,K/3

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
(c)2003 Info.Sources Inc. All rts. reserv.

00116768 DOCUMENT TYPE: Review

PRODUCT NAMES: VoiceXpress Plus (712914)

TITLE: Here's a telling tale of voice recognition gender-bending
AUTHOR: Breeden, John, II
SOURCE: Government Computer News, v18 n3 p33(1) Feb 8, 1999
ISSN: 0738-4300
HOMEPAGE: <http://www.gcn.com>

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 20020930

...the many problems he found in the review, the reviewer suggested that perhaps his voice **type** does not **match** one of the standardized voice range buttons VoiceXpress Plus **offers** users when configuring and 'training' the software. After changing the setting to that of a...

27/3,K/4

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
(c)2003 Info.Sources Inc. All rts. reserv.

00113732 DOCUMENT TYPE: Review

PRODUCT NAMES: DiskJockey 98 Windows 9x (735221)

TITLE: Master of Your File Domain
AUTHOR: Hollander, Geoff
SOURCE: Home Office Computing, v17 n1 p30(1) Jan 1999
ISSN: 0899-7373
HOME PAGE: <http://www.smalloffice.com>

RECORD TYPE: Review
REVIEW TYPE: Review
GRADE: B

REVISION DATE: 20000930

...feature of DiskJockey is the ability to view the contents of just about any document **type** without having to open the host application, a universal **preview** mode of sorts. The window can be **customized** to display a wide range of document information, and a the toolbar provides access to...

27/3,K/5

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
(c)2003 Info.Sources Inc. All rts. reserv.

00106136 DOCUMENT TYPE: Review

PRODUCT NAMES: SPSS 8.0 Windows 95 & NT (035602)

TITLE: Stats for the Pros
AUTHOR: Simon, Barry
SOURCE: PC Magazine, v17 n5 p76(1) Mar 10, 1998
ISSN: 0888-8509
HOME PAGE: <http://www.pcmag.com>

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 20010530

...help elements that make data analysis easier for the user. For those who want to **customize** colors in a table or add dialog boxes, SPSS **offers** a Basic- **type** language scripting feature. The program includes a color-coded script editor with a debugger, and...

27/3,K/6

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
(c)2003 Info.Sources Inc. All rts. reserv.

00104723 DOCUMENT TYPE: Review

PRODUCT NAMES: Scenario 1.0 Windows 95 & NT (663441)

TITLE: Mine Your Data for Statistical Gems
AUTHOR: Gilliland, Steve
SOURCE: Computer Shopper, v17 n10 p474(1) Oct 1997
ISSN: 0886-0556
HOMEPAGE: <http://www.computershopper.com>

RECORD TYPE: Review
REVIEW TYPE: Review
GRADE: A

REVISION DATE: 20030221

...tree view. Both show the facets of the data that influence the trend of a **target** analysis, in descending order of importance. The **target** can be sales, profit, **advertising**, costs, or any other **type** of data in a company's, customer's, or any combination of databases. In graph...

27/3,K/7

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
(c)2003 Info.Sources Inc. All rts. reserv.

00102010 DOCUMENT TYPE: Review

PRODUCT NAMES: Market Research (830290); Content Providers (830207)

TITLE: UK-wide search directory is here
AUTHOR: Green, Kevin
SOURCE: Information World Review, v122 p21(1) Feb 1997
ISSN: 0950-9879
HOMEPAGE: <http://www.iwr.co.uk>

RECORD TYPE: Review
REVIEW TYPE: Review
GRADE: A

REVISION DATE: 20000823

...Three primary search options are provided on the main menu: company name, quick search, and **type** of business. Company name alphabetically lists all companies, and **offers** a search data entry box. User-**customizable** summary details can be chosen, and provide up to five columns of detailed information. Quick...

27/3,K/8

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
(c)2003 Info.Sources Inc. All rts. reserv.

00092835 DOCUMENT TYPE: Review

PRODUCT NAMES: Type to Learn Macintosh & Windows (623237); You'll Soon Be Typing Windows (623245); Mavis Beacon Teaches Typing 4 Windows & Windows 95 (303585); Read, Write & Type! Macintosh & Windows (593516); Typing

Tutor VII Macintosh & Windows (387151)

TITLE: Time to Start Typing? Keyboarding Skills are a Key to Learning
AUTHOR: Santo, Cristine
SOURCE: FamilyPC, v3 n8 p167(3) Sep 1996
ISSN: 1076-7754
HOME PAGE: <http://www.family.com>

RECORD TYPE: Review
REVIEW TYPE: Review
GRADE: A

REVISION DATE: 20010830

...available for Windows and Windows 95 for ages nine and up. This program can be **customized** extensively. The Learning Company's Read, Write & **Type** is less flexible but **offers** a more carefree learning environment for younger typists (ages six to eight). **Type** to Learn and You'll Soon Be Typing take a more serious approach. The latter...

27/3,K/9

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.
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00081674 DOCUMENT TYPE: Review

PRODUCT NAMES: TextBridge Pro (463485)

TITLE: Xerox TextBridge Takes Top OCR Honors
AUTHOR: Trowbridge, Dave
SOURCE: Computer Technology Review, v15 n7 p4(1) Jul 1995
ISSN: 0287-9647
HOME PAGE: <http://www.westworldproductions.com>

RECORD TYPE: Review
REVIEW TYPE: Review
GRADE: A

REVISION DATE: 20001030

...other OCR product. TextBridge can run from within an existing Windows application. It can recognize **type** sizes between five and 72 points, and is fully OLE 2.0 compliant. TextBridge **offers** user-specific **customizable** dictionaries, batch processing, and foreign language processing.

27/3,K/10

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.
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00080194 DOCUMENT TYPE: Review

PRODUCT NAMES: VisSim 2.0 (385883)

TITLE: Diverse User Feedback Strengthens Simulator Upgrade
AUTHOR: Staff
SOURCE: Control, v8 n6 p84(1) Jun 1995
ISSN: 1049-5541
HOME PAGE: <http://www.controlmagazine.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 20010630

...operator interface that runs on top of the robust modeling package will attract a new **type** of user to VISSIM. This version also **offers** a **customizable** tool bar, vector operation capabilities, and a C expression interpreter.

27/3,K/11

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.
(c)2003 Info.Sources Inc. All rts. reserv.

00061474 DOCUMENT TYPE: Review

PRODUCT NAMES: FreeHand Macintosh 3.1 (419257)

TITLE: Aldus Freehand 3.1

AUTHOR: Staff

SOURCE: Compute!, v16 n1 p18(2) Jan 1994

ISSN: 0194-357X

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20001130

...PageMaker, including the pasteboard metaphor, grabber hand, and right-button mouse control. FreeHand includes Adobe **Type** Manager and standard typefaces. FreeHand **offers** extensive layer control and ninety-nine levels of undo. Monitor calibration and PANTONE **matching** are built in, and printer-specific add-ons provide screening and other controls to the...
?

?show files;ds

File 635:Business Dateline(R) 1985-2003/Apr 04

(c) 2003 ProQuest Info&Learning

File 570:Gale Group MARS(R) 1984-2003/Apr 02

(c) 2003 The Gale Group

| Set | Items | Description |
|-----|--------|--|
| S1 | 429409 | TARGET? OR CUSTOMI? OR TAILOR? OR MATCH? |
| S2 | 49588 | S1(15N) (ADVERTI?EMENT? OR ADVERTI?ING OR AD OR ADS OR COMM- ERCIALS OR BANNER? ? OR OFFERS OR INDUCEMENT? ? OR INCENTIVE? ? OR (MARKETING OR PROMOTIONAL) ()MESSAGE? ? OR STREAMER? ? OR TRAIL?R? ? OR PREVIEW? ? OR PROMO? ? OR PROMOTION? ?) |
| S3 | 10992 | S2(15N) (AUDIENCE? OR BUYER? OR CUSTOMER? OR TICKET? OR SHO- PPER? OR TRAVELL?R? OR MEMBER OR VIEWER? OR SIGHTSEER? OR TOU- RIST?) |
| S4 | 1417 | S3(15N) (MOVIE? OR (AUDIO? OR VIDEO?) (2W) (CLIP? OR PRESENTA- TION? OR PROGRAM OR SHOW) OR FILM? ? OR TV OR TELEVISION?) |
| S5 | 23488 | (MOVIE? OR FILM? OR VIDEO?) (3N) (PROJECTOR? OR EQUIPMENT OR MACHINE OR CAMERA?) |
| S6 | 29908 | (MOVIE? OR FILM? OR TV OR TELEVISION? OR SITCOM?) (5N) (SCHE- DULE? OR TIME?) |
| S7 | 1 | S4(3S)S5 |
| S8 | 116 | S4(3S)S6 |
| S9 | 117 | S7 OR S8 |
| S10 | 75 | S4(S)S6 |
| S11 | 3 | S8(3S)TICKET? |
| S12 | 76 | S7 OR S10 |
| S13 | 3 | S11: NOT PY>1999 |
| S14 | 3 | RD (unique items) |
| S15 | 2 | NCNINC()COM |
| S16 | 2 | RD (unique items) |
| S17 | 1 | S2 AND S15 |
| S18 | 6 | S1(S)S5(S)S6 |
| S19 | 0 | S14 AND S17 |
| S20 | 0 | S17 NOT PY>1999 |
| S21 | 0 | RD (unique items) |
| S22 | 0 | S19 NOT S13 |
| S23 | 1199 | S2(15N) (TYPE OR KIND OR CATEGORY OR BASED() (ON OR UPON) (2W-) (MOVIE? OR FILM)) |
| S24 | 0 | S21(15N) (TICKET? ?) (3N) (PURCHASE OR PURCHASED OR BOUGHT OR BUY OR SOLD) |
| S25 | 0 | S6(2S)S21 |
| S26 | 803 | S23 NOT PY>1999 |
| S27 | 777 | RD (unique items) |
| S28 | 5 | S2(15N) (MOVIE? OR FILM OR VIDEO?) (5N) (BEING() (SHOWN OR PLA- YED OR WATCHED OR PROJECTED OR STREAMED)) |
| S29 | 5 | RD (unique items) |
| S30 | 117 | S8:S9 OR S19 OR S25 |
| S31 | 115 | RD (unique items) |
| S32 | 2 | S29 NOT PY>1999 |
| S33 | 17 | S7 OR S11 OR S14 OR S16 OR S18 OR S29 OR S32 |
| S34 | 12 | S33 NOT PY>1999 |
| S35 | 12 | RD (unique items) |

?t35/3,k/all

35/3,K/1 (Item 1 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

0233036 91-56077

When Doctors Own the Store

Stein, Charles

April 4, 2003 1 16:38

Boston Globe (Boston, MA, US), V240 N28 s1 p29
PUBL DATE: 910728
WORD COUNT: 4,316
DATELINE: Weymouth, MA, US

TEXT:

...on the condition their names not be used.

Harlow's grand plans for referrals were **matched** by an equally ambitious spending program. He leased a top-of-the-line machine from...

...fancy building and proposed paying very high salaries to the radiologists who would read the **films** the **machine** generated.

As **time** went on a few investors began to worry that the numbers didn't add up...

35/3,K/2 (Item 1 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2003 The Gale Group. All rts. reserv.

01837534 Supplier Number: 58566188 (USE FORMAT 7 FOR FULLTEXT)
Big MSO Orders Highlight Set-Top Progress at Show.
MENEZES, BILL
Multichannel News, v20, n52, p61
Dec 20, 1999
ISSN: 0276-8593
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 878

... fast-forward live programming by simultaneously recording it on the hard drive while it's **being watched**.

The functionality also enables other revenue-generating services, such as some types of **video** -on-demand and **advertising targeted** on the basis of a user's viewing and recording habits.

"We expect Charter to...

35/3,K/3 (Item 2 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2003 The Gale Group. All rts. reserv.

01768056 Supplier Number: 54966249 (USE FORMAT 7 FOR FULLTEXT)
ANDREW JARECKI. (MovieFone's CEO)
Hollywood Reporter, v357, n38, pM-26
May 11, 1999
ISSN: 0018-3660
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1518

... see, say, "Jawbreaker," this week-end, and maybe there are two to three other teen **films** to pick from.

THR: Does **MovieFone** 's emphasis on show **times** and **tickets** mean you get more **targeted** ad dollars booked closer to the **film** 's opening?

JARECKI: [**Movie** marketers] know that in consumer-product marketing the point of purchase is a crucial place...

35/3,K/4 (Item 3 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2003 The Gale Group. All rts. reserv.

01660810 Supplier Number: 48488610 (USE FORMAT 7 FOR FULLTEXT)

Speed Dial

GENNUSA, CHRIS R.
Hollywood Reporter, v352, n31, pS-1
May 18, 1998
ISSN: 0018-3660
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1731

... that provides film listings around town and allows moviegoers to guarantee a seat by buying **tickets** in advance. By delivering this information over the phone to serious moviegoers, you create compelling...

...expectations for its MovieLink Internet service (www.movielink.com), which offers the same information and **ticket** -buying capacity as its telephone version MFI's revenues climbed 254% since 1994 (from \$8...

...000 in '96 and \$1.2 million in '97. Advertising generates 80% of revenues, while **ticket** sales (currently a loss-leader) produce 20%.

Andrew Jarecki, MFI's New York New York...

...is so intense now," he declares. "As opening weekends become more and more important, advance **ticketing** becomes more important, along with grabbing people's attention through the kind of **targeted advertising** we offer."

Many **film** executives seem to agree. "Without a doubt. **MovieFone** is the most efficient way to reach moviegoers." opines Mark Gill, president of Miramax L...

35/3,K/5 (Item 4 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2003 The Gale Group. All rts. reserv.

01652927 Supplier Number: 48395441 (USE FORMAT 7 FOR FULLTEXT)

Kodak Imaging Tying-In With Theaters, Movies

Entertainment Marketing Letter, v11, n4, pN/A
April 1, 1998
ISSN: 1048-5112
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 88

... 15. Packs include a motion card with three seconds of live action, and a one- **time** use **camera** and **movie** activity book, says Pileri. The pack can be **customized** to include a prepaid phone card and other promotional materials.

35/3,K/6 (Item 5 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2003 The Gale Group. All rts. reserv.

01518067 Supplier Number: 45902935 (USE FORMAT 7 FOR FULLTEXT)

Fuji Film Takes a Shot at 'Batman Forever'

Promo, p10
Nov 1, 1995
ISSN: 1047-1707

Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 150

... of a \$5 rebate on the video for mail-in proofs-of-purchase from Fuji **film** or its "one- **time** -use" **camera** , and from the **video** itself, is designed to appeal to Fuji's key demographic **target** : families with children.

"They take disproportionate number of photographs," said Fuji spokesman Thomas Shay. "Typing..."

35/3,K/7 (Item 6 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2003 The Gale Group. All rts. reserv.

01450433 Supplier Number: 44868236 (USE FORMAT 7 FOR FULLTEXT)
All in the Family
Hollywood Reporter, v0, n0, pS-10
July 26, 1994
ISSN: 0018-3660
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1372

... king.
Not just any comedy, though. In past years, the genre featured a mix and **match** of styles and settings. This **time** out, **sitcoms** are hot - and everything else is not. Romantic comedies, action comedies and one-**camera film** dramadies have gone the way of the male-dominated Western.
The family unit - in all...

35/3,K/8 (Item 7 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2003 The Gale Group. All rts. reserv.

01402983 Supplier Number: 44219110 (USE FORMAT 7 FOR FULLTEXT)
Japan's Recession Blamed For Puroland's Decrease
Amusement Business, v0, n0, p39
Nov 8, 1993
ISSN: 0003-2344
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 626

... as families with children up to the age of 10.
Teenagers are going to be **targeted** more from now on, according to park officials. For one thing, the 3-D **film** in the ' **Time Machine** of Dreams,' which is one of the park's attractions, will be changed this coming...

35/3,K/9 (Item 8 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2003 The Gale Group. All rts. reserv.

01374831 Supplier Number: 43925833 (USE FORMAT 7 FOR FULLTEXT)
It's Coffee, Tea, Or Kenny G On United
Billboard, v0, n0, p62
June 26, 1993
ISSN: 0006-2510

Language: English Record Type: Fulltext
Document Type: Magazine/Journal; General
Word Count: 897

... YORK - When it comes to promoting artists, the sky's the limit - literally.

Three current **promotions** are **targeting** airline passengers, with albums and **videos** being **played** on in-flight audio and **video** channels. All three promotions are tagged to The Musicland Group, and all the promotions were...

35/3,K/10 (Item 9 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2003 The Gale Group. All rts. reserv.

01280720 Supplier Number: 42967163 (USE FORMAT 7 FOR FULLTEXT)
Hollywood zeros in
Advertising Age, v63, n18, p18
May 4, 1992
ISSN: 0001-8899
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 514

... rapidly becoming de rigueur in Hollywood, Columbia is said to be planning to promote the **film** about the 1940s All-American Girls' Baseball League to a natural **audience** : baseball fans.

Columbia's planned cross- **promotion** with Major League Baseball signals **movie** marketers' growing sophistication and broader acceptance of narrowly **targeted** marketing efforts.

Gone are the days of the simple **movie** marketing formula consisting of a network TV buy supported by newspaper ads.

The new strategy...

...in the subject matter. Positive word-of-mouth from early viewers usually helps broaden a **film** 's total **audience** .

Apart from cost savings over network **TV** **schedules** , **targeted** media buys may be just the **ticket** to distinguish a **film** this summer, when mainstream **ad** vehicles are flooded with hype for Warner Bros.' "Batman Returns"

For example, 20th Century Fox **Film** Corp. selected CBS' National Collegiate Athletic Association basketball championship coverage to promote its comedy about...

35/3,K/11 (Item 10 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2003 The Gale Group. All rts. reserv.

01256104 Supplier Number: 42725075 (USE FORMAT 7 FOR FULLTEXT)
Kodak: Cooperation Builds Performance, Enhance Planning
Drug Store News, v0, n0, p11
Feb 3, 1992
ISSN: 0191-7587
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 595

... film SKUs do multipacks produce the most? How can I trade up customers to better **cameras** ?

Which **film** processing promotions are most effective, and cost me the

least? What role should film and...

...displays? What type of performance can I expect? How open are videotape consumers to cross **promotions** on 35mm **films** or **cameras** ?

Moreover, micromarketing can be a particularly effective technique for: **targeting customers** through **promotions** , assorting to **match** needs of the local shopping base, determining the range of price points in cameras, assessing...

35/3,K/12 (Item 11 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2003 The Gale Group. All rts. reserv.

00004194 Supplier Number: 47856383 (USE FORMAT 7 FOR FULLTEXT)
How the U.S. revival of Cinerama film was lost
Hollywood Reporter, p9
July 24, 1997
ISSN: 0018-3660
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 478

... revival that began a year ago at the 'New Neon Movies theater is a genuine **movie** tragedy. It's the second **time** economics has terminated the **films** that surrounded viewers with sight and sound shown on three **movie projectors** and blasted over eight stereo speakers onto a screen bent 146 degrees to **match** the curve of the human eye.

The New Neon - one of only two places in...

?

?show files;ds

File 15:ABI/Inform(R) 1971-2003/Apr 04
 (c) 2003 ProQuest Info&Learning
 File 16:Gale Group PROMT(R) 1990-2003/Apr 03
 (c) 2003 The Gale Group
 File 148:Gale Group Trade & Industry DB 1976-2003/Apr 03
 (c)2003 The Gale Group
 File 160:Gale Group PROMT(R) 1972-1989
 (c) 1999 The Gale Group
 File 275:Gale Group Computer DB(TM) 1983-2003/Apr 03
 (c) 2003 The Gale Group
 File 621:Gale Group New Prod.Annou.(R) 1985-2003/Apr 03
 (c) 2003 The Gale Group
 File 9:Business & Industry(R) Jul/1994-2003/Apr 03
 (c) 2003 Resp. DB Svcs.
 File 20:Dialog Global Reporter 1997-2003/Apr 04
 (c) 2003 The Dialog Corp.
 File 476:Financial Times Fulltext 1982-2003/Apr 04
 (c) 2003 Financial Times Ltd
 File 610:Business Wire 1999-2003/Apr 04
 (c) 2003 Business Wire.
 File 613:PR Newswire 1999-2003/Apr 04
 (c) 2003 PR Newswire Association Inc
 File 624:McGraw-Hill Publications 1985-2003/Apr 03
 (c) 2003 McGraw-Hill Co. Inc
 File 634:San Jose Mercury Jun 1985-2003/Apr 03
 (c) 2003 San Jose Mercury News
 File 636:Gale Group Newsletter DB(TM) 1987-2003/Apr 03
 (c) 2003 The Gale Group
 File 810:Business Wire 1986-1999/Feb 28
 (c) 1999 Business Wire
 File 813:PR Newswire 1987-1999/Apr 30
 (c) 1999 PR Newswire Association Inc

| Set | Items | Description |
|-----|---------|--|
| S1 | 7134957 | TARGET? OR CUSTOMI? OR TAILOR? OR MATCH? |
| S2 | 451443 | S1(15N) (ADVERTI?EMENT? OR ADVERTI?ING OR AD OR ADS OR COMM- ERCIALS OR BANNER? ? OR OFFERS OR INDUCEMENT? ? OR INCENTIVE? ? OR (MARKETING OR PROMOTIONAL) ()MESSAGE? ? OR STREAMER? ? OR TRAIL?R? ? OR PREVIEW? ? OR PROMO? ? OR PROMOTION? ?) |
| S3 | 107054 | S2(15N) (AUDIENCE? OR BUYER? OR CUSTOMER? OR TICKET? OR SHO- PPER? OR TRAVELL?R? OR MEMBER OR VIEWER? OR SIGHTSEER? OR TOU- RIST?) |
| S4 | 8340 | S3(15N) (MOVIE? OR (AUDIO? OR VIDEO?) (2W) (CLIP? OR PRESENTA- TION? OR PROGRAM OR SHOW) OR FILM? ? OR TV OR TELEVISION?) |
| S5 | 321239 | (MOVIE? OR FILM? OR VIDEO?) (3N) (PROJECTOR? OR EQUIPMENT OR MACHINE OR CAMERA?) |
| S6 | 269834 | (MOVIE? OR FILM? OR TV OR TELEVISION? OR SITCOM?) (5N) (SCHE- DULE? OR TIME?) |
| S7 | 39 | S4(3S)S5 |
| S8 | 794 | S4(3S)S6 |
| S9 | 456 | S4(S)S6 |
| S10 | 35 | S8(3S)TICKET? |
| S11 | 69 | S7 OR S10 |
| S12 | 35 | S11 NOT PY>1999 |
| S13 | 26 | RD (unique items) |
| S14 | 49 | NCNINC()COM |
| S15 | 19 | RD (unique items) |
| S16 | 5 | S2 AND S15 |
| S17 | 104 | S1(S)S5(S)S6 |
| S18 | 53 | S17 NOT PY>1999 |
| S19 | 40 | RD (unique items) |

Considered all

Search Report from Ginger D. Roberts

S20 40 S19 NOT S13
S21 9106 S2(15N)(TYPE OR KIND OR CATEGORY OR BASED() (ON OR UPON) (2W-
) (MOVIE? OR FILM))
S22 1 S21(15N) (TICKET? ?) (3N) (PURCHASE OR PURCHASED OR BOUGHT OR
BUY OR SOLD)
S23 66 S6(2S)S21
S24 36 S23 NOT PY>1999
S25 31 RD (unique items)
S26 17 S2(15N) (MOVIE? OR FILM OR VIDEO?) (5N) (BEING() (SHOWN OR PLA-
YED OR WATCHED OR PROJECTED OR STREAMED))
S27 13 RD (unique items)
?

25/3,K/24 (Item 9 from file: 148)

DIALOG(R) File 148:Gale Group Trade & Industry DB
(c)2003 The Gale Group. All rts. reserv.

04823569 SUPPLIER NUMBER: 08887288 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Power games: with the launch of the European behind him, Robert Maxwell is looking at freesheets, TV production and even a stake in BSB.

Davidson, Andrew

Marketing, p28(3)

July 26, 1990

ISSN: 0025-3650

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 3446

LINE COUNT: 00250

... the Mirror's early use of colour, which has already made food the second largest **advertising category** for the group's papers; the group's decision to alter its distribution to **match** the ITV regions, so that advertisers can buy press campaigns to match their **TV schedules**; and the group's ability to take inserts both regionally and nationally. He then quizzes...

?t27/3,k/all

27/3,K/1 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

10233223 Supplier Number: 94010725 (USE FORMAT 7 FOR FULLTEXT)
Big screen beckons to peacock: NBC swings deal for preshow programs in Regal theaters. (News).
Sperling, Nicole
Hollywood Reporter, v375, n37, p4(2)
Oct 22, 2002
Language: English Record Type: Fulltext
Document Type: Newspaper; Trade
Word Count: 714

... format -- in a much more unique way," Zigler added.
One main selling point for the ad space is Regal Network's ability to target different advertising to different audiences depending on the type of film being played. Advertising content can also be swapped in and out of different theaters depending on audience response...

27/3,K/2 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

10158296 Supplier Number: 92448482 (USE FORMAT 7 FOR FULLTEXT)
UIP creates new ad format for its latest film Clockstoppers.(Brief Article)
Campaign, p06
Oct 4, 2002
Language: English Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 233

... supporting the TV activity with a promotion on the Pepsi Chart Show which involves records being played at a slower speed on-air.
The ads target the film's core audience of ten- to 14-year-olds. The press advertising features the line: 'Prepare to enter hypertime and win big.'
TV advertising was created by...

27/3,K/3 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

09252661 Supplier Number: 80531797 (USE FORMAT 7 FOR FULLTEXT)
Ame's Japanese heritage appeals to today's women in cinema ads. (Packs, Promotions, Products).(Britvic Soft Drinks Ltd., Ames drink television ad campaign)(Brief Article)(Statistical Data Included)
Grocer, v224, n7530, p58(1)
Nov 17, 2001
Language: English Record Type: Fulltext
Article Type: Brief Article; Statistical Data Included
Document Type: Magazine/Journal; Trade
Word Count: 232

... ingredients of the lightly sparkling drink -- schisandra, jasmin, gentian and lime-flower. To reach its target audience, the ad is being shown before screenings of Hollywood film American Sweethearts, which

stars Julia Roberts, Catherine Zeta Jones, John Cusack and Billy Crystal.
It...

27/3,K/4 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

06938369 Supplier Number: 58566188 (USE FORMAT 7 FOR FULLTEXT)
Big MSO Orders Highlight Set-Top Progress at Show.
MENEZES, BILL
Multichannel News, v20, n52, p61
Dec 20, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 878

... fast-forward live programming by simultaneously recording it on the
hard drive while it's **being watched**.

The functionality also enables other revenue-generating services,
such as some types of **video** -on-demand and **advertising targeted** on the
basis of a user's viewing and recording habits.

"We expect Charter to...

27/3,K/5 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

02907872 Supplier Number: 43925833 (USE FORMAT 7 FOR FULLTEXT)
It's Coffee, Tea, Or Kenny G On United
Billboard, v0, n0, p62
June 26, 1993
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; General
Word Count: 897

... YORK - When it comes to promoting artists, the sky's the limit -
literally.

Three current **promotions** are **targeting** airline passengers, with
albums and **videos being played** on in-flight audio and **video**
channels. All three promotions are tagged to The Musicland Group, and all
the promotions were...

27/3,K/6 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2003 The Gale Group. All rts. reserv.

06506516 SUPPLIER NUMBER: 14347547 (USE FORMAT 7 OR 9 FOR FULL TEXT)
It's coffee, tea, or Kenny G on United. (United Airlines' in-flight music)
Rosenblum, Trudi Miller
Billboard, v105, n26, p62(1)
June 26, 1993
ISSN: 0006-2510 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 957 LINE COUNT: 00071

ABSTRACT: Airlines are being **targetted** by three record **promotions** of
the Musicland Group Inc and AEI Music Network Inc with albums and **videos**
being played on in-flight audio and **video** channels. United Airlines
will be playing Kenny G's Arista album 'Breathless' from Jul to...

... YORK--When it comes to promoting artists, the sky's the

limit--literally.

Three current promotions are **targeting** airline passengers, with albums and **videos** being played on in-flight audio and **video** channels. All three promotions are tagged to The Musicland Group, and all the promotions were...

27/3,K/7 (Item 1 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
(c) 2003 Resp. DB Svcs. All rts. reserv.

03637420 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Big screen beckons to peacock: NBC swings deal for preshow programs in Regal theaters. (News).

Hollywood Reporter, v 375, n 37, p 4

October 22, 2002

DOCUMENT TYPE: Journal ISSN: 0018-3660 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 650

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...format -- in a much more unique way," Zigler added.

One main selling point for the **ad** space is Regal Network's ability to **target** different **advertising** to different audiences depending on the type of **film** being played. **Advertising** content can also be swapped in and out of different theaters depending on audience response...

27/3,K/8 (Item 2 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
(c) 2003 Resp. DB Svcs. All rts. reserv.

02672280 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Big MSO Orders Highlight Set-Top Progress at Show

(Charter Communications Inc orders 1 mil digital set-top boxes from General Instrument, while Time Warner Cable orders 500,000 Explore 2000 digital set-tops from Scientific-Atlanta)

Multichannel News, v 20, n 52, p 61

December 20, 1999

DOCUMENT TYPE: Journal ISSN: 0276-8593 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 886

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...fast-forward live programming by simultaneously recording it on the hard drive while it's being watched.

The functionality also enables other revenue-generating services, such as some types of **video** -on-demand and **advertising** **targeted** on the basis of a user's viewing and recording habits.

"We expect Charter to...

27/3,K/9 (Item 3 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
(c) 2003 Resp. DB Svcs. All rts. reserv.

01858826 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Target branding ad hits movie theaters

(Target's new brand-building ad will be seen prior to showings of film, "Jurassic Park" sequel "The Lost World")

Discount Store News, v 36, n 11, p 2

June 02, 1997

DOCUMENT TYPE: Journal; News Brief ISSN: 0012-3587 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 77

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

MINNEAPOLIS -- Target 's first national brand-building ad in several years is **being shown** in movie theaters prior to the "Jurassic Park" sequel "The Lost World," which debuted May 23. The...

27/3,K/10 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2003 The Dialog Corp. All rts. reserv.

25314951 (USE FORMAT 7 OR 9 FOR FULLTEXT)

UIP creates new ad format for its latest film Clockstoppers

IAN DARBY

CAMPAIGN, p06

October 04, 2002

JOURNAL CODE: FCAM LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 215

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... supporting the TV activity with a promotion on the Pepsi Chart Show which involves records **being played** at a slower speed on-air.

The ads target the film 's core audience of ten- to 14-year-olds. The press advertising features the line: 'Prepare to enter hypertime and win big.'

TV advertising was created by...

27/3,K/11 (Item 2 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2003 The Dialog Corp. All rts. reserv.

24684063 (USE FORMAT 7 OR 9 FOR FULLTEXT)

INSIDE ELLAND ROAD

MATT REEDER

YORKSHIRE EVENING POST

August 30, 2002

JOURNAL CODE: FYEP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1491

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... totally shocked and stunned the other week.

Upon entering the club shop before the opening match of the season against Manchester City I was amazed to see signs still advertising the sale of Rio Ferdinand's video .

Indeed, snippets of the video were even being played on the huge television screens which hang on the shop wall. As if that was...

27/3,K/12 (Item 3 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2003 The Dialog Corp. All rts. reserv.

19847724 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Ame's Japanese heritage appeals to today's women in cinema a
GROCE
November 17, 2001
JOURNAL CODE: FGCR LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 217

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... herbal ingredients of the lightly sparkling drink schisandra,
jasmin, gentian and limeflower. To reach its **target** audience, the **ad** is
being shown before screenings of Hollywood **film** American Sweethearts,
which stars Julia Roberts, Catherine Zeta Jones, John Cusack and Billy
Crystal.
It...

27/3,K/13 (Item 4 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2003 The Dialog Corp. All rts. reserv.

15415805 (USE FORMAT 7 OR 9 FOR FULLTEXT)
pounds 100,000 trip to Cape Town for BBC's 60-second clip
Tom Leonard Media Correspondent
DAILY TELEGRAPH
March 02, 2001
JOURNAL CODE: FDTL LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 253

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... arranged for a street outside Cape Town to be sealed off so that it
could **film** a car being blown up. It also staged an assassination attempt,
a football **match** and a protest outside an animal laboratory.
The **trailer**, which is **being shown** on BBC1 and BBC2, aims to show
viewers they can get BBC news on the...
?

00875398 95-24790

New York Times produces, distributes special Flintstone supplement
Giobbe, Dorothy
Editor & Publisher v127n24 PP: 25 Jun 11, 1994
ISSN: 0013-094X JRNL CODE: EDP
WORD COUNT: 353

...TEXT: Flintstones, a Universal Pictures release.

The cross-promotion merged the resources of Universal Studios, the **Times**, and **MovieFone**.

On Sunday, May 14, 1.8 million copies of the four color, four page supplement...

...a trip to Acapulco, or, "Rockapulco."

The **Times** is the exclusive New York sponsor of **MovieFone**, an interactive telephone **movie** guide. Under an agreement reached last fall, the **Times** **advertising** department and **MovieFone** work in tandem to develop **customized** marketing programs that help stimulate telephone **ticket** sales for high-profile **films**.

The **Times** has staged other promotions, for **films** such as the Age of Innocence and Home Alone, but the Flintstones promotion is the "most elaborate and ambitious" to date, said Bill Adler, director of corporate relations for the **Times**.

"This **movie** lends itself to this type of promotion because it is aimed at families and there...

13/3,K/4 (Item 4 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00691969 93-41190

New media, new messages: An initial inquiry into audience reactions to advertising on videocassettes
Lee, Wei-Na; Katz, Helen
Journal of Advertising Research v33n1 PP: 74-85 Jan/Feb 1993
ISSN: 0021-8499 JRNL CODE: ADR
WORD COUNT: 6117

...TEXT: form of cinema advertising is product placement, where a product or service is displayed on **camera** during the **film**. One company, CinemaScore, has started surveying audiences as they leave the theater to assess product... from 0.1 percent in Finland to 1.5 percent in France (Dudley, 1989).

As **movies** come out on videocassette, however, one must look closely at how effective **ads** on this newer medium would actually be in reaching the **target audience**. For today's advertiser has to battle the **viewers'** tendency to fast-forward ("zip") through the commercials or delete that material ("zap") on playback...

13/3,K/5 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

06890425 Supplier Number: 58324795 (USE FORMAT 7 FOR FULLTEXT)

NOTEBOOK.

Consumer Electronics, v39, n51, pNA
Dec 20, 1999
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 3405

... Backyard Football game. Ads include 30-sec. spot to air in major markets on prime- **time** network **TV** and cable channels Dec. 26-Jan. 24, concluding with Super Bowl XXXIV. Spot also will...

...Sat. morning cartoons. Humongous also is running grocery store retail promotion, national print and radio **ads**, Super Bowl **ticket** sweepstakes. **TV** spot mixes animation, live action, sequences from game. **Target** markets for commercial are Boston, Dallas, Indianapolis, Jacksonville, Minneapolis, Seattle, St. Louis, Washington. Game is...

13/3,K/6 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

06607641 Supplier Number: 55638217 (USE FORMAT 7 FOR FULLTEXT)
Almost Half of AOL Members Now Go Online to Get Information Before Deciding Which Movies to See, ACNielsen ReelResearch Indicates.
Business Wire, p1100
Sept 2, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1170

... increase of 253%.

The Nielsen ReelResearch study, which also investigated AOL members' interest in purchasing **tickets** online, indicated that most (56%) of AOL's members are interested in using the Moviefone website (WWW.Moviefone.com) to purchase **tickets**.

Myer Berlow, America Online Inc.'s President of Interactive Marketing, said: "Smart marketers know that...

...medium to research information on movies they want to see. The next step is purchasing **tickets** online and already more than half (56%) of our members are interested in using our **Moviefone** site to obtain **movie show times** and **tickets**."

"These findings show that the online medium strongly influences the decisions people make about movies...

...their target consumers. They created a great ad, placed it in front of a prime **audience** of **moviegoers**, and, as a result, dramatically impacted millions of AOL members who were their **target audience**. Clearly, these **ads** broke through the clutter."

Robert Friedman, Co-Chairman of Worldwide Marketing for New Line Cinema...

...which 10 cities offered special advance screenings of Austin Powers: The Spy Who Shagged Me. **Tickets** were sold through special links to Moviefone.Com throughout all AOL brands, and all 10...

13/3,K/7 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

06515467 Supplier Number: 55264376 (USE FORMAT 7 FOR FULLTEXT)
Cheap Tickets Reports Record Second Quarter Results.
PR Newswire, p8983
July 26, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1289

... has virtually no debt.

Hartley added, "During the second half of this year we have **scheduled** an aggressive **television** and radio **advertising** campaign in order to raise brand awareness among our **target** markets. The campaign will **target** Internet and Call Center users in several major markets throughout the US. The **television commercials** will run on a variety of national cable networks."

Company Profile

Cheap **Tickets** is a leading retail seller of discount **tickets** for domestic leisure air travel. The Company sells **tickets** through its Internet site, www.cheaptickets.com, its toll-free number, 1-800-OKCHEAP; and at its 12 retail stores. In addition, the company sells cruise **tickets**, auto rentals and hotel reservations.

Statements in this news release regarding the business of Cheap **Tickets**, Inc. which are not historical information, are "forward-looking statements" that involve risks and uncertainties...

...are available by calling the Company's Investor Relations Department at 808-945-7439.

Cheap **Tickets**, Inc.
Condensed Balance Sheet
(In thousands)
(unaudited)

| | June 30, | June 30, |
|-------------------|----------|----------|
| | 1999 | 1998 |
| Current Assets... | | |

13/3,K/8 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

06431547 Supplier Number: 54966249 (USE FORMAT 7 FOR FULLTEXT)
ANDREW JARECKI. (MovieFone's CEO)
Hollywood Reporter, v357, n38, pM-26
May 11, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1518

... see, say, "Jawbreaker," this week-end, and maybe there are two to three other teen **films** to pick from.

THR: Does **MovieFone**'s emphasis on show **times** and **tickets** mean you get more **targeted** ad dollars booked closer to the **film**'s opening?

JARECKI: [**Movie** marketers] know that in consumer-product marketing the point of purchase is a crucial place...

13/3,K/9 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

05610226 Supplier Number: 48488610 (USE FORMAT 7 FOR FULLTEXT)

Speed Dial

GENNUSA, CHRIS R.

Hollywood Reporter, v352, n31, pS-1

May 18, 1998

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1731

... that provides film listings around town and allows moviegoers to guarantee a seat by buying **tickets** in advance. By delivering this information over the phone to serious moviegoers, you create compelling...

...expectations for its MovieLink Internet service (www.movielink.com), which offers the same information and **ticket** -buying capacity as its telephone version MFI's revenues climbed 254% since 1994 (from \$8...

...000 in '96 and \$1.2 million in '97. Advertising generates 80% of revenues, while **ticket** sales (currently a loss-leader) produce 20%.

Andrew Jarecki, MFI's New York New York...

...is so intense now," he declares. "As opening weekends become more and more important, advance **ticketing** becomes more important, along with grabbing people's attention through the kind of **targeted advertising** we offer."

Many **film** executives seem to agree. "Without a doubt. **MovieFone** is the most efficient way to reach moviegoers." opines Mark Gill, president of Miramax L...

13/3,K/10 (Item 6 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

03443249 Supplier Number: 44800016 (USE FORMAT 7 FOR FULLTEXT)

Satisfaction Yields Future Gains

Photographic Trade News, p11

July, 1994

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1101

... sales. This gives operators of camera stores a jump start over the competition in recruiting **film** processing business. **Camera** store retailers can expect their customers to process an average of 15 percent more rolls...

...their share of the photofinishing market is to heavily promote photoprocessing capabilities to new camera **buyers** at the time of purchase. Special **incentives** could be **targeted** to potential camera **buyers** with the objective of not only attracting new **customers** but also retaining them for future **film** processing business. Frequent **film** finishing programs, not unlike frequent flier programs offered by the airline industry, could be one...

13/3,K/11 (Item 7 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

02270243 Supplier Number: 42967163 (USE FORMAT 7 FOR FULLTEXT)

Hollywood zeros in

Advertising Age, v63, n18, p18

May 4, 1992

Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Tabloid; Trade
Word Count: 514

... rapidly becoming de rigueur in Hollywood, Columbia is said to be planning to promote the **film** about the 1940s All-American Girls Baseball League to a natural **audience** : baseball fans.

Columbia's planned cross- **promotion** with Major League Baseball signals **movie** marketers' growing sophistication and broader acceptance of narrowly **targeted** marketing efforts.

Gone are the days of the simple **movie** marketing formula consisting of a network TV buy supported by newspaper ads.

The new strategy...

...in the subject matter. Positive word-of-mouth from early viewers usually helps broaden a **film** 's total **audience** .

Apart from cost savings over network **TV** **schedules** , **targeted** media buys may be just the **ticket** to distinguish a **film** this summer, when mainstream **ad** vehicles are flooded with hype for Warner Bros.' "Batman Returns"

For example, 20th Century Fox **Film** Corp. selected CBS' National Collegiate Athletic Association basketball championship coverage to promote its comedy about...

13/3,K/12 (Item 8 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

02103091 Supplier Number: 42725075 (USE FORMAT 7 FOR FULLTEXT)
Kodak: Cooperation Builds Performance, Enhance Planning
Drug Store News, v0, n0, p11
Feb 3, 1992
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 595

... film SKUs do multipacks produce the most? How can I trade up customers to better **cameras** ?

Which **film** processing promotions are most effective, and cost me the least? What role should film and...

...displays? What type of performance can I expect? How open are videotape consumers to cross **promotions** on 35mm **films** or **cameras** ?

Moreover, micromarketing can be a particularly effective technique for: **targeting** **customers** through **promotions** , assorting to **match** needs of the local shopping base, determining the range of price points in cameras, assessing...

13/3,K/13 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2003 The Gale Group. All rts. reserv.

11568006 SUPPLIER NUMBER: 57624449 (USE FORMAT 7 OR 9 FOR FULL TEXT)
THE 1999 BEST BUSINESS HOTELS IN ASIA AWARDS.
Business Asia, 7, 20, 13
Oct 25, 1999
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 3739 LINE COUNT: 00302

... the hotel's rooms have been elegantly furnished and equipped with an executive desk, satellite **television**, international telephone with bathroom extension and computer ports.

Business **travellers**, however, are the hotel's main market.

The Sofitel Club, **tailored** specifically for the business set, covers the 17th to 20th floor and **offers** privileges including private check-in and check out, complimentary breakfast, afternoon tea and evening cocktail, and free local phone calls. Guests can also rent an in-room fax, **video** recorder and computer **equipment**.

The hotel's dedicated business centre provides fax, computers, Internet and e-mail connections. Conferences...

13/3,K/14 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

09071746 SUPPLIER NUMBER: 18811399 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Chasing the college market: how to reach tomorrow's consumers. (includes related articles) (Cover Story)

Kaeter, Margaret

Potentials in Marketing, v29, n9, p10(9)

Sep, 1996

DOCUMENT TYPE: Cover Story

ISSN: 0032-5619

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 5433 LINE COUNT: 00417

... entertainment. The most popular aspect, however, is the virtual dorm. The company supplies students with **equipment** so they can **video** -conference with one another. "We get about 25 applications a day for this," says White...

...giving dealers the opportunity to conduct one-on-one demonstrations and sell products to their **target audience**. The company also gives out "Entertainment Passports" that include **incentives** - such as free **movie tickets** - to visit local retailers and test car stereo systems or PlayStation home video games. "This...

13/3,K/15 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

07305228 SUPPLIER NUMBER: 16124734 (USE FORMAT 7 OR 9 FOR FULL TEXT)

A comparative analysis of the use of corporate advertising in the United States and Japan.

McLeod, Douglas M.; Kunita, Motoko

International Journal of Advertising, v13, n2, p137(16)

Spring, 1994

ISSN: 0265-0487

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 7444 LINE COUNT: 00662

... to commercial advertisements as an indirect method to stimulate markets. For example, some cultural/arts **promotion** messages, which were found more frequently in Japanese newspapers, clearly **targeted** potential **customers** (e.g. a video **movie** contest by a home **video equipment** maker). Future research could examine this question further. It would also be useful to compare...

13/3,K/16 (Item 4 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rights reserved.

05857600 SUPPLIER NUMBER: 12092974 (USE FORMAT 7 OR 9 FOR FULL TEXT)
TV advertisers: how the other half lives. (Waiting for the Rebound: Third in a Five Part Series) (includes related article on Arbitron's calculations for TV revenues) (Business)
Foisie, Geoffrey
Broadcasting, v122, n14, p34(3)
March 30, 1992
ISSN: 0007-2028 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1230 LINE COUNT: 00096

... industry for products such as big-screen TV's and, if travel picks up, still- video cameras .

Video games, whose re-emergence effectively counted as a new product, were promoted on TV last...

...an office supply discounter that had \$547 million in year, spent just \$600,000 on TV advertising last year, estimated MediaWatch. Phyllis Wasserman, the company's vice president of advertising , said that Staples was targeting its marketing to reach desired customers , "generally the managing partner of a paper-intensive firm with fewer than 20 employees, such...

13/3,K/17 (Item 5 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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05791731 SUPPLIER NUMBER: 11871088 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Chains scoring big in photoprocessing.
Chain Drug Review, v14, n10, p20(2)
Feb 10, 1992
ISSN: 0164-9914 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 856 LINE COUNT: 00067

... profits from the on-site finishing operations, the mini-labs also fueled increased sales of cameras , film and the conventional processing sources offered by the chain. Since then Genovese has added the...

...lab customers membership in its Photo-Savers Club, which entitles them to one roll of film processed free after they have had 10 rolls developed. It also delivers customers ' prints in small albums instead of paper envelopes.

Eckerd offers customers three levels of service through its Express Photo departments.

System 2 processing is targeted to amateur point-and-shoot photographers using 110, 126, disc or 35mm film . It includes a double set of prints and the choice of glossy or matte finish...

13/3,K/18 (Item 6 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2003 The Gale Group. All rights reserved.

05492398 SUPPLIER NUMBER: 11363092 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Pulling out all stops to woo back clients: industry pins hopes on value-added getaways. (Canadian travel industry) (Travel Special Report)
Haggett, Scott
Financial Post, p40(1)
Sept 14, 1991
ISSN: 0015-2021 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 1052 LINE COUNT: 00081

... weekender."

Delta has discounted weekend prices and is offering guests new amenities, such as a **ticket** -reservation service and a children's swim program.

"The [mini-vacation] market is the one...

...become more aggressive in marketing to the mini-vacation crowd. In Quebec, it mounted a **television advertising** campaign **targeted** at **tourists** .

"It's the first **time** we used **TV** to get the summer leisure business," he says.

Delta is also finding partners to help...

13/3,K/19 (Item 7 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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05488129 SUPPLIER NUMBER: 11381296 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Photo supplies. (Consumer Expenditure Section)

Duff, Mike

Supermarket Business, v46, n9, p165(3)

Sept, 1991

ISSN: 0196-5700 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 2244 LINE COUNT: 00179

... sales and promotions that fit in with photo finishing. For example, we can do a **promotion** where buying a roll of OneFilm gets a **shopper** \$3 off photo finishing. We can **tailor** our program to the outlet."

Swensen points out that much of the **film** sold in supermarkets still comes off J-hooks at aisle ends or the checkout. OneFilm...

...first all-brands promotion featuring a variety of products including conventional and instant films and **video** cassettes.

One-Use **Cameras** Still Hot

Yet even if photo suppliers are becoming increasingly sophisticated in how they sell...

13/3,K/20 (Item 8 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

01756140 SUPPLIER NUMBER: 02579230 (USE FORMAT 7 OR 9 FOR FULL TEXT)

'Idea file' boosts client queries, promotes use of quality printing.

Chapman, Bert

Graphic Arts Monthly, and The Printing Industry, v55, p76(2)

Jan, 1983

ISSN: 0017-3312 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 1113 LINE COUNT: 00085

... tags and miscellaneous crash jobs.

The H-A prep department consists of a Robertson 2828 **camera** , a litho **film** processor, five stripping stations and line-up tables, and an automatic plate processor for Enco...

...For finishing and trimming the plant has a Polar guillotine paper cutter and a plastic **film** shrink-wrapping **machine** .

Working with **advertising** agencies, Hutchinson-Allgood has learned the need for high quality color **matching** for its **customers** . While

13/3,K/21 (Item 1 from file: 160)
DIALOG(R)File 160:Gale Group PROMT(R)
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01015528

TRENDINGS IN VIDEO & AUDIO: Sell music video customers with promotions, radio ads.
Merchandising March, 1984 p. 91

... 350 million market by end-1984, but stores need to promote them aggressively. Many audio/ **video equipment** stores display music **videos** mixed in with movies and self-improvement videos. This prevents the stores from winning sales...

... music videos on pop radio stations and in music and regional magazines (definitely a different **target audience** than that for **movies** and **equipment ads**); mounting a special **promotion** for music videos, perhaps having an artist participate, or dressing employees as characters in top...

13/3,K/22 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2003 Resp. DB Svcs. All rts. reserv.

01670910 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Diversifying to survive

(Large UK concert venues have found it necessary to diversify because of the reduced number of large touring acts)

Music Week, n 46, p 29

November 16, 1996

DOCUMENT TYPE: Journal ISSN: 0265-1548 (United Kingdom)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2112

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...events.

"We bring the perception of added value to a gig without necessarily putting the **ticket** price up" says Fiona Ryder, co-founder of Cube TV.
"It's also great back...

...screen is Pd10,000. But, Ryder claims, the extra costs are invariably offset by substantial **advertising** revenue, since media agencies regard rock and pop **audiences** as a prime **target** .

"Research has shown that the highest recall figure of a single brand advertised on Cube **TV** was 69% and the highest spontaneous recall was 51%," she continues. "That is on a...

...result Screenco, the UK's leading video screen hire company has upgraded its screens three **times** since Cube **TV** 's inception. The next important step will be screens transportable in flight cases. Then audiences...

13/3,K/23 (Item 2 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2003 Resp. DB Svcs. All rts. reserv.

01188575 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Mariachi USA Festival

(Mariachi USA Festival seeking sponsors for its 6th annual gathering)

Advertising Age, v 66, n 19, p 29

May 08, 1995

DOCUMENT TYPE: Journal ISSN: 0001-8899 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 96

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...its sixth annual gathering of the world's top mariachi bands. More than 30,000 **tickets** have been sold this year. Sponsorship **targets** the Hispanic market. Packages include **tickets** and mention in radio, **TV** and magazine **ads** for the event as well in the souvenir program, and prominent placement in event press materials. Already on board: Cacique Cheeses & Products, El Pollo Loco, AT&T, the Los Angeles **Times**, KMEX- **TV** and Mission Foods. Contact: Oralia Michel, Oralia Michel Public Relations, at (818) 568-0902. ...

13/3,K/24 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2003 The Dialog Corp. All rts. reserv.

04640665 (USE FORMAT 7 OR 9 FOR FULLTEXT)

MKW Media Analysis: Watch ad costs tumble in digital TV revolution: The digital revolution will sweep away 40 years of traditional commercial breaks on TV and spawn new kinds of advertising, argues Willie Patterson

WILLIE PATTERSON

MARKETING WEEK, p16

March 11, 1999

JOURNAL CODE: FMWK LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 477

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... output. I can produce a quick and rough piece of work with a domestic digital **video camera** (with my producer, used to seeing me behind a wall of technicians and some eye...

...thinking post-production houses have invested in a new kind of telecine, which is the **machine** that transfers **film** onto high quality digital tape. This also allows ads to be created at digital resolution...

13/3,K/25 (Item 2 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2003 The Dialog Corp. All rts. reserv.

03453361 (USE FORMAT 7 OR 9 FOR FULLTEXT)

ONSALE and ZDTV Debut Breakthrough Advertising Format That Integrates the Internet and Television; Innovative Convergence Advertising Features Live Data Feed of Online Auctions

BUSINESS WIRE

November 16, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 694

... current information for a variety of products including desktop

computers, laptops, printers, modems, monitors, scanners, **video** cards and digital **cameras** . The information is updated every 15 minutes by ONSALE.

13/3,K/26 (Item 1 from file: 636)

DIALOG(R) File 636:Gale Group Newsletter DB(TM)

(c) 2003 The Gale Group. All rts. reserv.

03269428 Supplier Number: 46710681 (USE FORMAT 7 FOR FULLTEXT)

PAY-PER-VIEW DISTRIBUTORS GET LIFT FROM RETAIL-ORIENTED MARKETING DBS,
digital cable, Hollywood attention cited as momentum drivers

Interactive Video News, v4, n19, pN/A

Sept 16, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 835

... the PPV industry in 1996. Request Television, for instance, said its All-Day Mo-vie **Ticket** promotion, where for one price subscribers can buy a **movie** that is replayed repeatedly during **scheduled** times on a specific day, has been a key success. Buyers of the All Day...

...for the Aug. 8 release of Sabrina, Viacom Inc.'s Paramount Pictures unit offered romantic **promotions targeted** primarily at women **viewers** by creating packages in conjunction with spas, gyms, restaurants, hotels and theaters.

Meantime, both Request **Television** and its chief rival, Viewer's Choice, New York, have announced expanded channels as cable...

?

?t16/3,k/all

16/3,K/1 (Item 1 from file: 16)
 DIALOG(R)File 16:Gale Group PROMT(R)
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08711724 Supplier Number: 75445417 (USE FORMAT 7 FOR FULLTEXT)

DIGITAL CINEMA: YEAR TWO -- Getting down to business.

Screen Digest, p121

April, 2001

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 2252

... least about the possible involvement of Boeing Capital. AndAction seem increasingly to focus on the **advertising**, e-commerce and alternative content aspects.

E-CINEMA PROJECTS

| | target | area | status |
|---|---|---------------|---------------------------------|
| E-CINEMA NETWORKS | | | |
| Cine Digital Spain; www.cinedigital.es | Spain | | First installations expected... |
| ...Norway; www.capa.no www.uniquepromotions.no | | | |
| National Cinema Network USA; www. ncninc . com | USA | | Three trials 2000-2001 |
| THIRD-PARTY MIDDLEMEN (3PMM) | | | |
| Technicolor Digital Cinema (TDC...www.capa.no www.uniquepromotions.no | UK/USA | | Launching Sep 2001 |
| National Cinema Network USA; www. ncninc . com | QuVis (server-network solution partner), Proxima (projectors) | | |
| THIRD PARTY MIDDLEMEN (3PMM) | | | |
| Technicolor Digital Cinema (TDC) | Qualcomm(*) (compression and encryption...advertising world and has developed an end-to-end system for cinema slide and motion advertising | | |
| for local and national | clients. Company will | target | |
| UK in | the first phase. | | |
| CAPA/Unique Promotions Norway; www.capa.no www.uniquepromotions.no... | First digital satellite network for distributing adverts, trailer | | |
| ...application, | operating since 1997. | | |
| National Cinema Network USA; www. ncninc . com | NCN is the largest US cinema | | |

advertiser. It is rolling out its
Digital Theatre Distribution
System (DTDS) for e-cinema
advertising...

16/3,K/2 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

08350632 Supplier Number: 70651368 (USE FORMAT 7 FOR FULLTEXT)
NOW IN THEATERS. (Brief Article)
MORAN, GWEN
Entrepreneur, v29, n2, p33
Feb, 2001
Language: English Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 385

... Friday night business up almost 40 percent at one of our locations.
It lets us **target** our area much more effectively than, say, radio."
On-screen **advertising** is also cheaper than other media outlets.
Though prices vary according to market and theater...

...per screen, per week--before any discounts.
On a national level, National Cinema Network (www.ncninc.com) in
Kansas City, Missouri, is just one cinema advertising company that offers
entrepreneurs access to...

16/3,K/3 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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07979894 Supplier Number: 55395158 (USE FORMAT 7 FOR FULLTEXT)
Partnership formed for e-cinema advertising.
Screen Digest, n333, pNA
July, 1999
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 110

(USE FORMAT 7 FOR FULLTEXT)
TEXT:
...them on the screen using Proxima LS1 projectors. NCN (USA; +1/1800 727
3361; www.ncninc.com) and Proxima (USA; +1/619 457 5500;
www.proxima.com) are currently testing and implementing the system in 80
movie screens. Compared with prevalent slide projectors, ecinema
advertising allows for motion, graphics and audio and can be **customised**
and changed at click of button.

16/3,K/4 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

07829555 Supplier Number: 65356058 (USE FORMAT 7 FOR FULLTEXT)
**Digital Cinema Becomes Reality: NCN Pilots Delivery System Benefiting
Circuits and Advertisers.**
Business Wire, p0531
Sept 21, 2000

Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 437

... provide them with incremental revenue opportunities."
DTDS(TM) streamlines the digital delivery of in-theatre **advertising**, simplifying theatre operations. It also opens additional **advertising** opportunities, enabling advertisers to **target** audiences on specific movie screens, as well as digital video monitors, kiosks, plasma screens and...

...For additional information, call 800.SCREEN.1 or visit NCN's web site at [www. NCNinc . com](http://www.NCNinc.com) .

16/3,K/5 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2003 Resp. DB Svcs. All rts. reserv.

02559563 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Advertising: Partnership formed for e-cinema advertising
(National Cinema Network and Proxima have formed a partnership to replace carousel-style slide projectors for between-films advertising with e-cinema technology)

Screen Digest, n 333, p 160
July 1999

DOCUMENT TYPE: Journal (United Kingdom)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 104

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...them on the screen using Proxima LSI projectors. NCN (USA; +1/1800 727 3361; [www. ncninc . com](http://www.ncninc.com)) and Proxima (USA; +1/619 457 5500; www.proxima.com) are currently testing and implementing the system in 80 movie screens. Compared with prevalent slide projectors, e-cinema **advertising** allows for motion, graphics and audio and can be **customised** and changed at click of button. ...
?

?t13/3,k/all

13/3,K/1 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01789914 04-40905
Watch ad costs tumble in digital TV revolution
Patterson, Willie
Marketing Week v22n6 PP: 16 Mar 11, 1999
ISSN: 0141-9285 JRNL CODE: MWE
WORD COUNT: 527

...TEXT: and watch favourite commercials.

Paying for longer ads to be produced for the new digital **TV** channels will only pay off if you can **target** your core **audience** precisely. It makes sense to make **ads** at digital resolution, which gives the best quality pictures, and show them in any good...

... output. I can produce a quick and rough piece of work with a domestic digital **video camera** (with my producer, used to seeing me behind a wall of technicians and some eye...

...thinking post-production houses have invested in a new kind of telecine, which is the **machine** that transfers **film** onto high quality digital tape. This also allows ads to be created at digital resolution...

13/3,K/2 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01606371 02-57360
Flextech set to trial interactive advertising
Grande, Carlos
New Media Markets v16n11 PP: 5-6 Mar 19, 1998
JRNL CODE: NEW
WORD COUNT: 1336

...TEXT: likely candidate. It could be linked to airline websites with viewers able to book their **tickets** while watching a holiday report.

Viewers with a set-top box would use a handset...

... on interactive sales. It is also looking at joint ventures with leisure companies to create **customised** fullytransactional websites -- selling theatre or cinema **tickets**, for instance -- linked to **advertising** slots. As part of its plan to persuade **television** advertisers to take up interactivity, Flextech is encouraging brands to develop their websites and offering...

... commercial ventures, on developing combined listings and booking services dubbed, after the London listings magazine, "**TimeOut** on the **TV**". It is also involved in producing the interactive version of the listings magazine Cable Guide...

13/3,K/3 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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?show files;ds

File 2:INSPEC 1969-2003/Mar W4
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 File 35:Dissertation Abs Online 1861-2003/Mar
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 (c) 2003 Info. Today Inc.
 File 256:SoftBase:Reviews,Companies&Prods. 82-2003/Feb
 (c)2003 Info.Sources Inc
 File 474:New York Times Abs 1969-2003/Apr 03
 (c) 2003 The New York Times
 File 475:Wall Street Journal Abs 1973-2003/Apr 03
 (c) 2003 The New York Times
 File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
 (c) 2002 The Gale Group

| Set | Items | Description |
|-----|--------|---|
| S1 | 567572 | TARGET? OR CUSTOMI? OR TAILOR? OR MATCH? |
| S2 | 10373 | S1(15N) (ADVERTI?EMENT? OR ADVERTI?ING OR AD OR ADS OR COMM- ERCIALS OR BANNER? ? OR OFFERS OR INDUCEMENT? ? OR INCENTIVE? ? OR (MARKETING OR PROMOTIONAL) ()MESSAGE? ? OR STREAMER? ? OR TRAIL?R? ? OR PREVIEW? ? OR PROMO? ? OR PROMOTION? ?) |
| S3 | 1042 | S2(15N) (AUDIENCE? OR BUYER? OR CUSTOMER? OR TICKET? OR SHO- PPER? OR TRAVELL?R? OR MEMBER OR VIEWER? OR SIGHTSEER? OR TOU- RIST?) |
| S4 | 125 | S3(15N) (MOVIE? OR (AUDIO? OR VIDEO?) (2W) (CLIP? OR PRESENTA- TION? OR PROGRAM OR SHOW) OR FILM? ? OR TV OR TELEVISION?) |
| S5 | 24344 | (MOVIE? OR FILM? OR VIDEO?) (3N) (PROJECTOR? OR EQUIPMENT OR MACHINE OR CAMERA?) |
| S6 | 19621 | (MOVIE? OR FILM? OR TV OR TELEVISION? OR SITCOM?) (5N) (SCHE- DULE? OR TIME?) |
| S7 | 24 | S2 AND S5 |
| S8 | 72 | S2 AND S6 |
| S9 | 96 | S7 OR S8 |
| S10 | 80 | S9 NOT S4 |
| S11 | 96 | S9:S10 |
| S12 | 78 | S11 NOT PY>1999 |
| S13 | 77 | RD (unique items) |

?t13/7/all

Considered all

13/7/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

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03803267 INSPEC Abstract Number: B91012170

Title: Fibres bring the world into the house. 1

Journal: Funkschau no.22 p.56-61

Publication Date: 19 Oct. 1990 Country of Publication: West Germany

CODEN: FUSHA2 ISSN: 0016-2841

Language: German Document Type: Journal Paper (JP)

Treatment: Applications (A)

Abstract: Glass fibre cables are now entering houses. The comprehensive installation in Heathrow, Florida, engineered by Southern Bell and Northern Telecom, has been in operation since the summer of 1989. Access is provided to 54 TV channels, to interactive and timeshift video, targeted information, including advertising, pay-as-you-view, etc., apart from full ISDN services. TV signals are processed at 435 Mbit/s; the interactive channel operates at 5.12 Mbit/s. Three interfaces for video, full-duplex

services and telephone are provided to each of 256 subscribers. Illustrations comprise a layout map of the project, a diagram of the system's centre, branch exchanges and individual subscribers, and a drawing of a typical line with connectors and joints. (0 Refs)

Subfile: B

13/7/2 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

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03633903 INSPEC Abstract Number: B90040118

Title: Images in the dark (low light imaging)

Author(s): Taylor, M.

Journal: Image Processing vol.1, no.2 p.15-16

Publication Date: Autumn 1989 Country of Publication: UK

Language: English Document Type: Journal Paper (JP)

Treatment: General, Review (G)

Abstract: **Target** integration is a relatively little used technique for low light imaging that **offers** several advantages for certain images over the alternative technologies of intensified or SIT (Silicon Intensified Technology) cameras, or over integrating (summing) images within a video frame store. The author describes the basis process which is similar to that used in photography for obtaining low light results. (0 Refs)

Subfile: B

13/7/3 (Item 3 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2003 Institution of Electrical Engineers. All rts. reserv.

03557487 INSPEC Abstract Number: C90015837

Title: Times, an expert system for mediaplanning

Author(s): Girod, G.; Orgeas, P.; Landry, P.

Author Affiliation: MEDIATOP, Paris, France

Conference Title: Proceedings of the First Annual Conference on Innovative Applications of Artificial Intelligence p.78-80

Publisher: American Assoc. Artificial Intelligence, Menlo Park, CA, USA

Publication Date: 1989 Country of Publication: USA xiii+185 pp.

Conference Date: 28-30 March 1989 Conference Location: Stanford, CA, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Applications (A)

Abstract: **Times** is an expert system for **television** advertising campaign design. It elaborates television planning with preserved balance and optimized performances. This planning is based on the client's whole data (spending, **commercials** sizes, marketing **target**, period . . .) and TV data bases (audience, programs, price lists . . .). **TIMES** -standing for

Television Intelligent Mediaplanning Expert System-was developed by Intellia for a mediaplanning agency (Mediatop) for the French **TV** market.

Times is composed of several expert modules developed with Nexpert, and algorithmic procedures prototyped with Nexpert and rewritten in C language. (0 Refs)

Subfile: C

13/7/4 (Item 1 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01855630 ORDER NO: AADAA-INQ62320

In-camera defect detection with applications to Web inspection systems

Author: Hajimowlana, Sayed Hossain
Degree: Ph.D.
Year: 1999
Corporate Source/Institution: University of Windsor (Canada) (0115)
Adviser: G. A. Jullien
Source: VOLUME 62/10-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 4686. 201 PAGES
ISBN: 0-612-62320-3

One of the aims of industrial machine vision is to develop computer and electronic systems to replace human vision in quality control of industrial production. Traditionally these systems consist of a line scan camera, host computer, frame grabber and one or more dedicated processing boards. The work reported in this thesis develops defect detection algorithms for real-time processing of the **camera video** stream. The processing system is mounted inside the camera and provides sufficient defect detection capabilities to eliminate the need for an external frame grabber and other associated host computer peripheral systems. The system is targeted for web inspection but has the potential for broader application areas.

The output data from the camera is reduced by many orders of magnitude by only transmitting the "interesting" pixels of the image to be processed, and this can significantly reduce both the downstream processing hardware required and the bandwidth of the digital data received from the camera. The use of such special purpose cameras has the potential not only to improve the performance of machine vision systems for a wide variety of applications, but to improve the economic viability of these applications through reductions in hardware cost and complexity.

This real-time system must perform all of the required operations at the **video** bandwidth of the **camera**, and the work reported in this thesis uses hardware associated with the in-camera processing system, developed in the VLSI Laboratory at the University of Windsor, which includes programmable logic (Field Programmable Gate Array) directly connected to the video stream, and ancillary signal processing and control hardware (a DSP chip). These hardware limitations apply constraints to the algorithms, and we are almost always unable to use traditional image processing algorithms; rather we choose and develop algorithms based on their potential for identification based on minimal storage of a pixel-serial raster data.

In this thesis we report the following novel developments:

- (1) For non-textured background materials, three algorithms have been developed for the in-camera system: two (or multi) level thresholding; zero order background tracking; and delta modulation background tracking.
- (2) Auto-regressive techniques have been developed and implemented as a statistical approach to analyze textured backgrounds and to identify possible defects. This method of analysis has been extensively used to study visual textures. In the simplest form, the image is scanned to provide a one dimensional series of gray level fluctuations, which is treated as a one-dimensional stochastic process evolving in "time". In a more comprehensive form, a pixel value is assumed to depend upon a certain part of its neighborhood. The coefficients of dependence are extracted using time series analysis techniques.
- (3) A novel algorithm for defect detect detection based on fuzzy fusion of texture features is developed, simulated and successfully implemented on the experimental test setup. Conventional approaches for web defect detection involve making "crisp" decisions for image analysis and recognition where imprecise or incomplete specifications are usually either ignored or discarded. The fuzzy logic algorithm uses imprecise or ambiguous image data caused by instrumental error or environmental noise such as dust or small variations in illumination to obtain a precise result. The developed algorithm can be applied to both textured and non textured materials and **offers** superior performance over traditional

template **matching** methods.

13/7/5 (Item 2 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01691100 ORDER NO: AAD99-20212

EFFECTS OF SOCIAL MARKETING AS A MEDIUM FOR NUTRITION EDUCATION FOR LIMITED-RESOURCE ALABAMIANS

Author: MARSHALL, AUTUMN ELIZABETH CHESTER

Degree: PH.D.

Year: 1999

Corporate Source/Institution: AUBURN UNIVERSITY (0012)

Director: BARBARA J. STRUEMLER

Source: VOLUME 60/02-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 581. 133 PAGES

Social marketing uses commercial marketing techniques to promote social messages, and has been successful in promoting behavior change, the goal of nutrition education. Successful social marketing campaigns use a consumer-oriented, qualitative research approach to develop effective campaign messages.

The Nutrition Education Program in Alabama has designed a social marketing campaign for limited-resource audiences to augment traditional nutrition education methods. The social marketing research progression includes needs assessments, focus groups, and pilot testing. Needs assessment surveys indicate many in this population desire to improve dietary habits; some are taking action. However, many limited-resource individuals were not reached by previous educational efforts. Social marketing has the potential to bring nutrition education to these individuals via television **commercials**.

The **target** market was limited-resource, African-American women. Focus groups (n = 3) were conducted in this audience to generate nutrition messages for commercials. Participants (n = 25) discussed television, good nutrition, and barriers to nutrition goals. The women watch soap operas, talk shows, and prime **time television**, and remember humorous commercials more often than serious ones. Barriers to nutrition goals included upbringing, lack of motivation, and eating out often; barriers can be overcome if women support and encourage each other to change. Suggested commercial topics included (1) eating less fried food, (2) eating more fruits and vegetables, (3) exercising regularly, and (4) controlling food portions.

Two television commercials were developed: one with a humorous appeal, the other with a serious appeal. A second set of focus groups (n = 3) verified the **commercials** were appropriate for the **target** market. A series of phone surveys evaluated response in limited-resource and general audiences (baseline, one-week and one-month). Commercials were aired during soap operas, talk shows, and prime time viewing hours. At one-week, 26% of respondents had decreased fried food consumption; consumption increased between one-week and one-month, although not to baseline levels. Respondents agreed increasingly with benefit statements and agreed less with barrier statements. Cost per person was almost \$2.00 less for social marketing than for traditional classes. Social marketing can be an effective medium for nutrition education and a cost-effective way to reach limited-resource individuals.

13/7/6 (Item 3 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01643594 ORDER NO: AAD13-89339

MYTH IN COMMERCIAL ADVERTISING (TELEVISION)

Author: KING, HEATHER ALICIA

Degree: M.A.

Year: 1998

Corporate Source/Institution: CALIFORNIA STATE UNIVERSITY, FULLERTON (6060)

Chair: SHAY SAYRE

Source: VOLUME 36/05 of MASTERS ABSTRACTS.

PAGE 1212. 62 PAGES

A relationship between myth and advertising has been suggested through previous research, yet the topic's surface has only been scratched. By using Northrop Frye's "Taxonomy" and continuing with Barbara Stern's examination of mythic elements in advertising, the author investigates commercials aired during the daytime soap opera genre and the prime-time news genre. The commercials examined incorporated the myth structures that fit into Frye's four categories of myth. These categories are based on myth as ritual defined as a series of specific characteristics that occur in a fixed sequence and tend to be repeated over time. Through an in-depth content analysis, the author found that myth structures are more frequent during prime-time television targeted towards a male dominated audience than during daytime TV. The author also compared commercials aired during the two different television genres and found that advertisements targeted to soap opera viewers contain one of the same and one different myth structure as advertisements targeted to viewers of prime-time news.

13/7/7 (Item 4 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01468355 ORDER NO: AADAA-I9607402

EVALUATING THE EFFECTIVENESS OF TELEVISION ADVERTISING SCHEDULES IN TERMS OF ADVERTISING EXPOSURE (MEDIA VEHICLE EXPOSURE)

Author: LEE, KYUNG YUL

Degree: PH.D.

Year: 1995

Corporate Source/Institution: UNIVERSITY OF FLORIDA (0070)

Chairman: KENT M. LANCASTER

Source: VOLUME 56/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 4192. 142 PAGES

The primary objective of this study is to examine how the discrepancy between media vehicle and advertising exposures has an impact on the evaluation of television advertising schedules by empirically comparing vehicle exposure distributions with message exposure distributions of network television advertising schedules.

Three hypotheses are tested: (1) are there statistically significant differences between vehicle and message exposure distributions of network television advertising schedules, (2) are there statistically significant differences in the intercept between the vehicle and the message exposure distributions curves, and (3) are there statistically significant differences in the slope between the vehicle and the message exposure distributions curves?

A total sample of 1,016 vehicle and message exposure distributions obtained from 508 Korean network television advertising schedules were evaluated using regression analysis and F-tests. The results of the F-tests show that not only do statistically significant differences exist between the vehicle and message exposure distributions, but differences exist in the intercept and the slope between the vehicle and message exposure

distribution curves.

These empirical findings suggest that using vehicle rating data as inputs in the estimation of media evaluation factors such as reach, frequency, effective reach, gross rating points (GRPs), and exposure (or frequency) distributions can indeed mislead media planners to the evaluation of the impact of **television advertising schedules** on **target** audiences. This can subsequently distort the selection of the optimal schedule to deliver an **advertising** message to the extent that advertising and marketing objectives are achieved.

Another objective of this study is to develop an accurate, parsimonious, consistent, and reliable method to estimate message exposure distributions of network **television advertising schedules**. This study developed a total of eleven regression equation models to be used to predict message exposure distributions as a function of vehicle exposure distributions and other schedule characteristics, such as vehicle gross rating points (vehicle GRPs), frequency, the number of insertions and programs.

The eleven models developed are quite accurate in predicting message exposure distributions of network **television advertising schedules** with an adjusted R square ranging from .851 to .997. The most accurate model is the double log-linear model of which the adjusted R square is .997. The double log-linear model can be used by media planners to estimate message audiences and thus to incorporate these estimates of message audiences into developing and evaluating network **television advertising schedules** in terms of advertising exposure.

In summary, this study is an attempt to get closer to establishing the value a brand receives for its dollars by evaluating network **television advertising schedules** in terms of advertising exposure rather than vehicle exposure.

13/7/8 (Item 5 from file: 35)

DIALOG(R) File 35:Dissertation Abs Online

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01445711 ORDER NO: AADAA-I9537977

MEDIATED WOMEN: THE EFFECTS OF SEX ROLE STEREOTYPING IN NETWORK TELEVISION COMMERCIALS USING A QUASI-EXPERIMENT (ADVERTISING) ADVERTISING)

Author: CARDER, SHERI THOMPSON

Degree: PH.D.

Year: 1995

Corporate Source/Institution: THE UNIVERSITY OF SOUTHERN MISSISSIPPI '(0211)

Chair: TOMMY V. SMITH

Source: VOLUME 56/07-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2466. 215 PAGES

Many longitudinal studies reveal that stereotypical sex role portrayals of women in television advertising continue to persist. Consequently, a quasi-experimental study was designed to help ascertain the effects of these stereotypical portrayals.

Six women's organizations in Lake City, Florida (N = 145) were divided into both experimental and control groups. The control group viewed a series of eleven network television commercials rated neutral for stereotyped content; the experimental group viewed eleven commercials rated as stereotyped. A panel of professional women made the final selection of the commercials included in the sample, rating ads appearing during 72 hours of network prime- **time television** programming taped during February 1994.

Following a successful pilot test of both the instrument and the methodology, subjects in both groups were administered a questionnaire indicating their attitudes toward sex role stereotyping as a pre-test and

post-test. An analysis of covariance (ANCOVA) was computed to help determine the difference in attitudes between the control and the experimental groups and between the pre- and post-test attitudes of both groups.

Exposure to the commercials' negative messages did change attitudes. Women who viewed the stereotyped commercials became more offended toward stereotyping after viewing the commercials. Women who viewed the neutral commercials were less offended after exposure to the stimulus. Finally, when controlling for pre-test attitudes for both groups, the group viewing the stereotyped commercials was more offended, which may be attributable to the stimulus, the content of the commercials.

Other findings revealed that: (1) prior to the exposure to the stimuli of the commercials, women did not consider themselves to hold negative attitudes toward sex role portrayals in television advertising, (2) there was no significant relationship between: (a) demographic factors (income, education, occupation status, job classification), (b) number of hours of television watched daily, or (c) degree of liberation and the offensiveness score, (3) women who viewed the offensive commercials had a brand name recall rate of six times that of those women who viewed the neutral ads, (4) the most frequently listed elements of offensive ads were (a) the use of the women models as sex objects or as frivolous decorations and (b) invasion of privacy, (5) less than one-fifth of the subjects reported ever being offended enough to formally complain about a product, and (6) 37% of the subjects had, however, privately expressed their dissatisfaction by boycotting a brand due to advertising considered offensive to women.

When certain advertisers choose to portray women in their television commercials in stereotypical or demeaning manners, they are often offending the very target audience that they have sought to influence. As evidenced by the lower scores among the control group, moving an ad's stereotypical content to a neutral level enhances the viewer's attitude.

13/7/9 (Item 6 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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0980953 ORDER NO: AAD88-01831

MODERATING ROLES OF INVOLVEMENT IN INFORMATION PROCESSING ROUTES AND MESSAGE ACCEPTANCE FOR DIFFERING NUMBERS OF AD REPETITIONS

Author: LEE, HAKSIK

Degree: PH.D

Year: 1987

Corporate Source/Institution: MICHIGAN STATE UNIVERSITY (0128)

Source: VOLUME 48/12-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 3156. 151 PAGES

The objectives of this dissertation were: (1) to investigate how consumers' involvement level moderates the information processing routes (cognitive processing route and affective processing route) across different levels of ad repetitions, and (2) to investigate how consumers' involvement level moderates the message acceptance (the result of information processing) across different levels of ad repetitions. To test hypotheses established for the objectives above, an experiment was conducted. An advertisement for a subcompact car was embedded in a TV show one, three, or five times using three video cassette tapes. Subjects' involvement level was manipulated as high or low level by providing different treatment scenarios. The findings were as follows.

First, it was found that consumers' brand attitudes are mediated by ad attitudes as well as brand cognition at any tested level of ad repetition. It was partially supported that consumers' brand attitudes are influenced by brand beliefs when they are in the high involvement situation more than when in the low involvement situation, while consumers' brand attitudes are

influenced by ad attitudes when they are in the low involvement situation more than in the high involvement situation. Second, it was found that as repetition level increased, low involvement consumers' brand attitudes become more favorable while high involvement consumers' brand attitudes become less favorable or did not change significantly. Finally, it was found that low involvement consumers' brand attitude formation is mediated by their ad-related responses across different repetition levels.

These findings provide theoretical contributions and have managerial implications. From a theoretical perspective, the findings confirmed the proposition, in the context of ad repetition, that consumers' involvement level moderates information processing routes. The proposition that involvement level moderates consumers' attention level was also confirmed. As managerial implications, the findings imply that depending on the characteristics of **target** market, different types of **ads** may be desirable (information oriented **ads** versus affect oriented **ads**). Repetition of the same commercial in a TV show may not be desirable for high involvement consumers.

13/7/10 (Item 7 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
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0970845 ORDER NO: AAD87-27019
**THE FORM OF TELEVISION ADVERTISING: A CORRELATIONAL CONTENT ANALYSIS OF
TELEVISION COMMERCIALS AND THEIR ENVIRONMENT**
Author: BOHRER, GEORGE FRANCIS, JR.
Degree: PH.D
Year: 1987
Corporate Source/Institution: UNIVERSITY OF MASSACHUSETTS (0118)
Source: VOLUME 48/09-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 2186. 265 PAGES

This study is a content analysis of prime time television commercials. Its interest is the relationship between the advertising industry and its audience. Using a systems theoretical model, inferences are made concerning the nature of the output of the industry in order to determine the nature of this relationship.

Formal aspects of television commercials, such as editing devices, movement and sound elements, have formed the dependent variables. Form was chosen over other aspects of content as it has been largely ignored in earlier studies, because formal elements are a limited constant which appear in all types of film and video production and because form is so often unnoticed by receivers of commercial communications. Independent variables are those which reflect the product market for a commercial as well as those, such as time, program type and product type, which describe the environment within which a commercial is seen.

It was hypothesized that formal patterns of commercials would be correlated with product market and, adjunctively, with commercial environment. It was found that significant correlations exist between commercial form and **target** audience, product type, **ad** agency, and, to a lesser extent, season of appearance. No or little significance was found for relationships between commercial form and clock time and day of presentation and program type.

Therefore, this study suggests that commercial form is structured by the industry based on assumptions the industry has made concerning how some products are best presented and how certain groups of people respond to form in advertising. It was also found that different advertising agencies have developed a "formal profile" which is common to most of their product. It is further suggested here that form is a meaningful aspect of expression and that, as it is relatively unnoticed consciously, may be a quite powerful aspect of persuasive communication. Thus, it is suggested that

further study of form is appropriate in order to better understand how form is used by communication sources and understood by receivers.

13/7/11 (Item 8 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
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782110 ORDER NO: AAD82-14975

THE PUBLIC TELEVISION AUDIENCE: THE PHANTOM ELITE

Author: COHEN, MITCHELL EVANS

Degree: PH.D.

Year: 1982

Corporate Source/Institution: THE UNIVERSITY OF MICHIGAN (0127)

Source: VOLUME 43/02-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 297. 252 PAGES

Public television (PTV), in both the United States and Canada is mandated to broadcast programs in the public interest. Funding is provided by tax dollars and grants, rather than advertisers, to assure that PTV's focus is on programming and not audience maximization. As a result, PTV has considerably more cultural, educational and informational programming than commercial television. Yet, critics of PTV often assume that viewers select PTV programs to fulfill their cultural needs, and these viewers are largely elite. Consequently, PTV is accused of widening the cultural gap rather than democratizing culture.

The data for this study were collected from a representative sample of 728 television viewers in the Province of Ontario, Canada between late 1979 and early 1980. Interviews were conducted by phone and mail.

The expectation that the PTV audience is selective and elite is not supported by the data analysis. The majority of Canadian PTV viewers supplement their already heavy commercial television (CTV) viewing with PTV instead of choosing PTV over CTV. Only a small minority are selective PTV viewers, and they watch less television than the general public. These findings mirror recent descriptions of the U.S. PTV viewer.

Elites are defined by demographic and lifestyle characteristics. This definition stems from the public's perceptions of elite rather than theories of class structure, heredity, or claims of nobility. Selective PTV viewing, the criterion measure, is defined as the 'share of time' of those watching a greater proportion of PTV relative to CTV.

Differences are found between selective and nonselective PTV viewers. Selective PTV viewers read more and are more likely to participate in cultural events. While these findings support the hypothesized relationship between elite characteristics and selective PTV viewing, other elite characteristics, such as education and occupation, are unrelated to selective PTV viewing. Also both selective and nonselective PTV viewers plan their television viewing in the same way and have an equal amount of time to view television in the evening.

Implications of these findings are discussed. A major focus for PTV planners would be to program for the nonselective PTV viewer with the realization that PTV is a supplement, and not an alternative, to CTV. This suggests a program schedule with more mass oriented, diversified, and regularly scheduled programming. Also, PTV promotion might be targeted at a wider demographic audience.

13/7/12 (Item 1 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
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00409527 96WC01-008

VideoPhone lets you show your face -- Connectix VideoPhone

Moran, Joseph

Windows Sources , January 1, 1996 , v4 n1 p74, 1 Page(s)

ISSN: 1065-9641

Company Name: Connectix

Product Name: Connectix VideoPhone

Presents a mixed review of VideoPhone (\$159), videoconferencing software for IBM PC compatibles, from Connectix Corp. of San Mateo, CA (800). Includes the Windows-based VideoPhone software and QuickCam, a black-and-white digital video camera , and Talk Show, a shared whiteboard application. VideoPhone provides gray-scale, low frame-rate images at a low cost. Says installing the QuickCam to the PC is simple, and Connectix uses an integrated installation routine. It **offers** a high level of **customization** in areas such as video frame rate and image size. The program supports both point-to-point and broadcast operation and includes an electronic address book. The camera provides great detail clarity, but has a tendency for the video to be choppy. Concludes that VideoPhone offers an inexpensive way to add rudimentary videoconferencing to most PCs, especially for users who do not need full-motion or full-color. Contains one screen display and one product summary. (HHW)

13/7/13 (Item 2 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00200293 89EL09-007

Move over Roger Rabbit--your competition has arrived Apple Computer's Apple II Video Overlay Card allows teachers and students to superimpose graphics and cartoons onto moving video...

Solomon, Gwen

Electronic Learning , September 1, 1989 , v9 n1 p56-57, 2 Pages

ISSN: 0278-3258

Presents a favorable review of the Apple II Video Overlay Card (\$549), an add-on card which permits superimposition of graphics on video images, from Apple Computer Inc., Cupertino, CA (408). The card requires an Apple IIe with 128K RAM and enhanced logic board revision B or higher or a IIGS with 512K RAM and ROM version 01 or higher. Used in conjunction with a video source (VCR, video camera , laser disk player, or broadcast) and a second VCR to record the output, it **offers** an easy method of producing **customized** educational videotapes. Says it is easy to install, easy to use, and well-documented. Includes three photos. (djd)

13/7/14 (Item 1 from file: 256)

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.

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00120505 DOCUMENT TYPE: Review

PRODUCT NAMES: Web Site Design (838543)

TITLE: Staying Lean and Mean on the Web

AUTHOR: Rapoza, Jim

SOURCE: PC Week, v16 n49 p25(3) Dec 6, 1999

ISSN: 0740-1604

RECORD TYPE: Review

REVIEW TYPE: Product Comparison

GRADE: Product Comparison, No Rating

Six successful Web sites are evaluated for design features and customer

support that will help them survive. Books24x7.com, which makes eXtensible Markup Language (XML)-based technical books available electronically to IT professionals via a subscription model, provides ready access to business partners. The site still needs a personalization recommendation engine and is not yet scaled for large amounts of traffic. Dell.com also has an XML-based site design and uses many technologies to enhance e-commerce, including customized entry points. Dell's site is a good model for organizations seeking ways to meet the particular needs of customers. Furniture.com works well to provide an interactive shopping experience, even though shoppers in a hurry may have slow connections. Furniture.com has demonstrated that value can be added through content without the site's hawking itself ad nauseum. Internet Movie Database has extremely powerful search tools built with internally developed code over a long period of time. Internet **Movie** Database demonstrates the power of custom coding for more effective Web access, in-depth content, and better site organization. Well-designed, highly **customizable** MyHelpdesk.com **offers** a brokering service for product support information from many sources, a service not available from many hardware and software vendors. Outpost.com, which sells computing products, uses many important technologies, including cross-selling, order tracking, and auctions.

REVISION DATE: 20000430

13/7/15 (Item 2 from file: 256)

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.
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00118675 DOCUMENT TYPE: Review

PRODUCT NAMES: Avid Symphony Windows NT (723096)

TITLE: **Symphony**

AUTHOR: Hones, Luke

SOURCE: Digital Video Magazine, v7 n5 p64(2) May 1999

ISSN: 1075-251X

HOME PAGE: <http://www.dv.com>

RECORD TYPE: Review

REVIEW TYPE: Review

GRADE: A

Avid Technology's Avid Symphony, a nonlinear editor (NLE), gets excellent marks overall. Symphony, Avid Media Composer, and SOFTIMAGE|DS are a trio of finishing tools from Avid. Media Composer is for projects with tight budgets that can include compressed images, and SOFTIMAGE|DS is an uncompressed solution for graphics and effects-centered projects that use many layers of compositing and effects. Symphony, which is also an uncompressed system, **targets** the high end user, including prime- **time** programming producers of **commercials**, **sitcoms**, and episodics. Symphony is a Windows NT-based system that provides an easy migration path for thousands of users of Media Composer for the Macintosh. Symphony I/O is generated from two disparate rackmount interface boxes, a Didigdesign Pro Tools 888 for analog and AES audio, and a Meridian Serial Digital breakout box for analog Component, Composite, and S-Video. Symphony is an advanced media file integration product that supports OMF, Image Independence technology, and other formats, including QuickTime. Symphony runs on a Windows NT 4.0-based Intellistation host system. Symphony works well on short projects, and the highly touted Total Conform feature provides transparent migration of data from Media Composer. Symphony ships with all the Asset Management tools provided in Media Composer. In the future Media Composer, Symphony, and SOFTIMAGE|DS will be linked on a high-speed,

media-sharing network

REVISION DATE: 20010730

13/7/16 (Item 3 from file: 256)

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.

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00114457 DOCUMENT TYPE: Review

PRODUCT NAMES: Clue (737127); Game of Life (734632); Outburst (737143)

TITLE: A Dash of Colonel Mustard: Hasbro Tries to Buy a CLUE (and a LIFE...

AUTHOR: Ardai, Charles Coleman, Terry

SOURCE: Computer Gaming World, v175 p242(1) Feb 1999

ISSN: 0744-6667

HOME PAGE: <http://www.computergaming.com>

RECORD TYPE: Review

REVIEW TYPE: Review

GRADE: B

Hasbro Interactive's Clue, Outburst, and The Game of Life are reviewed. Clue: Murder At Boddy Mansion is a gorgeous game, replete with a smartly rendered Boddy Mansion executed in a Diablo-like isometric perspective. The atmosphere is seductive and mysterious enough to be a **movie** soundtrack. Every **time** a player proposes the killer, weapon, and room combo, a brief animation plays. However, nothing in the rooms is interactive, animations are short, and the gamer will quickly lose interest. Gameplay's only temptation is a lame alternative to rolling dice. An automatic note-taking feature relieves the other players of tracking which cards other players have revealed. Game Of Life has a first person cam-camcorder view that allows the gamer to see ahead while driving down a rose-colored road of life. The style is both childish and campy, with some elegance. Animation is too slow, however, even though hardware requirements are hefty. The setting, which has been changed, also **offers** some insipid side games involving **matching** and choosing. Outburst is a relatively well-done and enjoyable computer game version of a popular party game in which one person calls out a category and others shout out as many answers as they can conjure up before running out of time or other party assets.

REVISION DATE: 20020228

13/7/17 (Item 4 from file: 256)

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.

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00112667 DOCUMENT TYPE: Review

PRODUCT NAMES: paint* 2 Macintosh & Windows (719188); effect* 2 Macintosh & Windows (719196)

TITLE: Discreet Logic Paint and Effect

AUTHOR: Em, David

SOURCE: NewMedia, v8 n12 p51(1) Nov 1998

ISSN: 1060-7188

HOME PAGE: <http://www.newmedia.com>

RECORD TYPE: Review

REVIEW TYPE: Review
GRADE: B

Paint 2 and Effect 2 for Macintosh and Windows from Discreet Logic are two separate high-end video post production applications that can be purchased as one suite. Paint is a vector paint and text animation solution, and Effect is an effects and compositing package that reads 3D Z information found in 3D Studio MAX RLA files. Both programs give users comprehensive control over scene elements, such as: **video** clips, lighting, **camera** views, and null objects. 3D composition objects can include glossiness, specular, and diffusion attributes. Objects can be linked to parents and targets and aligned with motion paths for easy **matching** of live-action footage. Though the combination of both products **offers** a powerful solution, there are a number of glaring omissions, such as lack of support for sound, layer nesting, warping, or particle effects.

REVISION DATE: 20020227

13/7/18 (Item 5 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00111329 DOCUMENT TYPE: Review

PRODUCT NAMES: Avid Media Composer 8.0 (525201); Avid Symphony (723096);
Avid NewsCutter DV (622907); Avid Marquee 3D (700428); SoftImage|DS 2.1
(710687)

TITLE: Avid details its video editing lineup
AUTHOR: Ryer, Kelly
SOURCE: eMedia Weekly, v12 n34 p1(2) Sep 21, 1998
ISSN: 0892-8118
HOMEPAGE: <http://www.emediaweekly.com>

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Avid Technology, having recently acquired Microsoft's Microsoft Softimage division, plans to retain Softimage products as part of its marketing strategy. Avid products will reach different market categories, and the new lineup includes Media Composer 8.0, Avid Symphony, NewsCutter DV, Avid Marquee 3D, and Softimage|DS 2.1. Mainstream users who work on TV shows, documentaries, or infomercials will be targeted with the Media Composer 8.0 line, and Avid Symphony will be targeted at prime- **time** **TV** creators, who are editors of sitcoms, dramas, or movies of the week. The Softimage|DS 2.1 product will be **targeted** at effects-intensive users, who put together effects-heavy TV series or **commercials**. Softimage is a fully integrated component of Avid, and the two companies' technologies are being well integrated; for example, a version of Avid's Elastic Reality now plugs into Softimage|DS. Avid will also show off its NewsCutter DV, a Windows NT-based news production system that will provide Digital Video-native editing. The Marquee 3D title animation software runs on Silicon Graphics and Windows NT workstations, and comes bundled with 500 Bitstream fonts

REVISION DATE: 20021024

13/7/19 (Item 6 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
(c)2003 Info.Sources Inc. All rts. reserv.

00102999

DOCUMENT TYPE: Review

PRODUCT NAMES: Internet (833029); Internet Travel (832863)

TITLE: Boston guides capture city's essence

AUTHOR: Hunt, Laura

SOURCE: Computerworld, v31 n32 p43(2) Aug 18, 1997

ISSN: 0010-4841

HOME PAGE: <http://www.computerworld.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

Selected city guides for the city of Boston, which gather information about a city in one location on the World Wide Web, are compared. They can help visitors plan trips, find entertainment and cultural events, and provide movie reviews and showing locations and times. 'The Boston Globe's' site was one of the first Web-based city guides, but many cities are now showcased by various vendors, including Microsoft, America Online, and Yahoo!. Regional guides are either comprised of links or have been created from scratch by hired staff who create original content and links to other sources, including newspaper articles and other information online. Boston.com gets excellent ratings for performance, ease of use, content scope, and customization, and The Boston Phoenix site is just behind it. Boston.com offers news and event information from 'The Boston Globe,' and content from 35 media partners, which include newspapers, magazines, and radio and TV stations. Reviews, maps, traffic and weather information, real estate listings, and school information are provided. Boston Phoenix is offered by the alternative weekly newspaper of the same name and has the largest collection of entertainment offerings, including links to many other guides, museums, libraries, and performance locations. Three other city guides to Boston are described.

REVISION DATE: 20020819

13/7/20 (Item 7 from file: 256)

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.

(c)2003 Info.Sources Inc. All rts. reserv.

00069717

DOCUMENT TYPE: Review

PRODUCT NAMES: Dynamic Effects Vol 1 (499757)

TITLE: Dynamic Effects

AUTHOR: Murie, Michael

SOURCE: NewMedia, v4 n9 p85(1) Sep 1994

ISSN: 1060-7188

HOME PAGE: <http://www.newmedia.com>

RECORD TYPE: Review

REVIEW TYPE: Review

GRADE: A

Gryphon Software's Dynamic Effects Volume 1, a Mac plug-in filter product for Adobe Premiere, provides Smooth Iris and Smooth Wipe transitions and 18 filters. Extensive transition blur control alone is worth the price of the program. Brightness, Solarize, Twirl, and ZigZag filters match and enhance Premier filters, and the user can view image changes in a preview window. Innovative filters provide effects that duplicate the nostalgic

uneven film quality of old, silent **movie projectors** , and Channel Delay provides ghostly images. The intriguing Tempus filter distorts motion with delayed modifications to pixel color, so that corresponding images can rotate at different rates. The product is recommended for QuickTime editors.

REVISION DATE: 20010730

13/7/21 (Item 1 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

07555764 NYT Sequence Number: 835005971028
**THE 1997 ELECTIONS: THE CANDIDATES: GIULIANI TAILORS ADS TO FIT EACH
BOROUGH; MESSINGER TAKES CAMPAIGN TO SCHOOL**
Herszenhorn, David M
New York Times, Col. 1, Pg. 4, Sec. B
Tuesday October 28 1997

ABSTRACT:

Mayor Rudolph Giuliani's re-election campaign, in media strategy that campaign operatives in both major parties say is first in New York mayoral politics, has bought **time** on local cable **television** systems for campaign **ads** that are **tailored** to residents of each borough; his opponent, Ruth W Messinger, campaigns in Brooklyn in theme of overcrowding in city schools; photo (M)

13/7/22 (Item 2 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

07526616 NYT Sequence Number: 736074970620
ADVERTISING
New York Times, Col. 1, Pg. 6, Sec. D
Friday June 20 1997

ABSTRACT:

Advertising column describes latest example of increasingly complex nature of promotional ploys that link marketers, retailers and media: an elaborate multimillion-dollar promotional marketing campaign centered on Women of the Year Awards bestowed by Glamour magazine; Glamour, owned by Advance Publications, recruited Coca-Cola USA, **Target** discount stores and NBC as partners in **advertising** effort; Glamour will carry **ads** from Diet Coke tied to **promotion** , and **Target** shoppers can enter names of women to compete for local diet Coke awards; NBC News program Dateline NBC will be pegged to Glamour awards; photo (M)

13/7/23 (Item 3 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

07515739 NYT Sequence Number: 831980970428
**MEDIA: PUBLISHING: PROMOTING BOOKS VIA TV COMMERCIALS AND MOVIE TRAILERS
HAS BECOME AFFORDABLE.**
Carvajal, Doreen
New York Times, Col. 5, Pg. 8, Sec. D
Monday April 28 1997

ABSTRACT:

Publishers are using television commercials and movie trailers to promote books; advanced computer technology has cut cost of producing **commercials** and cable channels now offer **targeted**, inexpensive **advertising** opportunities; publishers **time** **movie** trailers for best-selling authors to movies based on their books; photo (M)

13/7/24 (Item 4 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

07429528 NYT Sequence Number: 512729960522
**THE MEDIA BUSINESS: ADVERTISING: THE NETWORKS TRY TO SELL ADVERTISERS AFTER
A BAD RATINGS SEASON, BUT CABLE IS NIPPING AT THEIR HEELS.**
Elliott, Stuart
New York Times, Col. 3, Pg. 3, Sec. D
Wednesday May 22 1996

ABSTRACT:

Broadcast **television** networks begin selling commercial **time** in advance of the coming season, but their hopes for **matching** the record-breaking \$5.6 billion worth of **ad** time sold before start of 1995-96 season is being jeopardized by disappointing ratings for their programs and by increased competition from cable stations (M)

13/7/25 (Item 5 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

06785697 NYT Sequence Number: 038261940713
ADVERTISING
New York Times, Col. 1, Pg. 16, Sec. D
Wednesday July 13 1994

ABSTRACT:

Advertisements that crawl across bottom of television screen during World Cup '94 soccer **matches** on Univision are a big hit with viewers (L)

13/7/26 (Item 6 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

06305864 NYT Sequence Number: 095923921001
SPORTSPEOPLE: HOCKEY: SCHOENFELD TO DISSECT N.H.L. ON ESPN
New York Times, Col. 5, Pg. 14, Sec. B
Thursday October 1 1992

ABSTRACT:

ESPN hires Jim Schoenfeld as game analyst for its National Hockey League broadcasts; New York State Supreme Court denies bid by SportsChannel America, which aired games last year and claims it had right to **match** third-party **offers** for television rights this season, for injunction against NHL (S)

13/7/27 (Item 7 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

04781928 NYT Sequence Number: 004028860418

ADVERTISING: WMCA RADIO TAKES TO TV FOR FIRST TIME
New York Times, Col. 4, Pg. 15, Sec. 4
Friday April 18 1986

ABSTRACT:

Philip H Dougherty column notes New York radio station WMCA will launch a TV ad campaign starting April 28; **target** market is 35-to-54 age group; print and transit **ads** support; Van Brunt & Co handles (S)

13/7/28 (Item 8 from file: 474)
DIALOG(R) File 474: New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

04531084 NYT Sequence Number: 995827850917
Doremus & Company prepares fourth television series of commercials, part of Pfizer Inc's continuing health education campaign; primary target will be persons over age 55 who are neither well educated nor well off; ad photo (M)
DOUGHERTY, PHILIP H
New York Times, Col. 1, Pg. 19, Sec. 4
Thursday February 7 1985

13/7/29 (Item 9 from file: 474)
DIALOG(R) File 474: New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

01080063 NYT Sequence Number: 029207810622
Sports Illustrated and Entertainment and Sports Programming Network (ESPN) introduce joint advertising program offering tailor-made packages for advertisers who cannot afford strong campaign on network TV. Packages will cost from \$300,000 to \$1 million. ESPN can reach 10 million subscribers and Sports Illustrated has circulation of about 2.3 Million (S.)
DOUGHERTY, PHILIP H
New York Times, Col. 4, Pg. 7, Sec. 4
Monday June 22 1981

13/7/30 (Item 10 from file: 474)
DIALOG(R) File 474: New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

01047527 NYT Sequence Number: 085468801020
Footnote & Belding pres John E O'Toole, in speech before Western Region Meeting of American Assn of Advertising Agencies, holds consumers may like advertising on new media, such as cable television and satellite networks, as well as they liked advertising in television's earlier period. Notes advertising on new media will be tailor-made for specific audiences (S.)
DOUGHERTY, PHILIP H
New York Times, Col. 4, Pg. 8, Sec. 4
Monday October 20 1980

13/7/31 (Item 11 from file: 474)
DIALOG(R) File 474: New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

00893206 NYT Sequence Number: 078958780109
Brokerage firm Bache Halsey Stuart Shields Inc will air its first campaign

from McCann-Erickson ad agency during TV coverage of golf match Jan 14 (S).)

DOUGHERTY, PHILIP H
New York Times, Col. 4, Pg. 4, Sec. 4
Monday January 9 1978

13/7/32 (Item 12 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

00885839 NYT Sequence Number: 071591780510
Churches of Scientology plan TV ad campaign in 21 markets to promote book Dianetics: The Modern Science of Mental Health, written by church's founder L Ron Hubbard. George Chelekis is public relations dir of church's NYC book campaign. Planning and placement is done by Rex Associates and Jan Gildersleeves Associates. Commercials were made by Publications Organizations, in-house operation of church. There will also be radio advertising in five markets and print advertising in Playboy, Cosmopolitan, Psychology Today and Apartment Life. Target audience is 21 to 34 year olds, college educated, married, in professional-managerial group with annual incomes of \$25,000 and up. Background of book and Scientology noted. Photo of recent print ads for Dianetics (S).)

DOUGHERTY, PHILIP H
New York Times, Col. 3, Pg. 8, Sec. 4
Wednesday May 10 1978

13/7/33 (Item 13 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

00861025 NYT Sequence Number: 046777780214
Berger Stone & Ratner develops campaign for NYC-area Chevrolet dealers to promote 2 'Blue Cloud' models customized for NYC market. Ads will begin Feb 15 on area TV and radio, with 4-color print ads in Sunday magazine sections of NY Times and Daily News (S).)

DOUGHERTY, PHILIP H
New York Times, Col. 4, Pg. 56
Tuesday February 14 1978

13/7/34 (Item 14 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2003 The New York Times. All rts. reserv.

00823923 NYT Sequence Number: 094701771104
House Communications subcom members question CBS and ABC executives in 2-day probe into relationship between television and sports. Continue 4-month inquiry into CBS promotion and belated disclaimer of 'winner-take-all' championship tennis matches. CBS Sports pres Robert Wussler states that network never intended to deceive public and has instituted new procedures to avoid such future problems. CBS may yet be cited by FCC for violations of '34 Communications Act. Subcom chmn Repr Lionel Van Deerlin addresses both networks on potential conflicts of interest and anticompetitive trade practices in signing boxers to exclusive contracts. ABC executives deny ownership of boxer Sugar Ray Leonard and CBS admits to exclusive contract with '76 Olympic champion Howard Davis but denies exclusive tie-ups with two other gold medalists. Other topics included networks' role in scheduling college-bowl and regular-season games, failure to televise football games of predominantly

black schools, and network disputes over rights to forthcoming skiing events. Contract stipulations, comments by executives and reprs, noted (M) .)

AMDUR, NEIL

New York Times, Col. 6, Pg. 23

Friday November 4 1977

13/7/35 (Item 15 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2003 The New York Times. All rts. reserv.

00204958 NYT Sequence Number: 058701710822

Comment on US Appeals Ct ruling in favor of Friends of Earth, which had appealed to FCC for equal TV time to broadcast antipollution messages under fairness doctrine; FCC had turned down request, holding that fairness doctrine, requiring TV stations to match cigarette commercials with antismoking messages, did not apply to other product ad ; ct ordered FCC to determine whether TV is meeting its obligation to carry information on pollution and whether programing changes will be necessary to meet requirements of fairness doctrine)

New York Times, Col. 5, Pg. 2, Sec. 4

Sunday August 22 1971

13/7/36 (Item 16 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2003 The New York Times. All rts. reserv.

00133666 NYT Sequence Number: 059261700728

Mrs Abzug attys tell FCC that radio station WOR's offer of 45-min daily program to match B Farber's is excessive, that she wants equal time in recorded spot ads throughout day)

New York Times, Col. 5, Pg. 35

Tuesday July 28 1970

13/7/37 (Item 1 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs

(c) 2003 The New York Times. All rts. reserv.

05266432

VCR THREAT TO ADS IS EXPECTED TO GROW

ALSOP, RONALD

Wall Street Journal, Col. 1, Pg. 1, Sec. 2

Wednesday November 30 1988

ABSTRACT:

Foote Cone & Belding report estimates that advertisers are losing only about 2% of their total audience because of VCRs, which enable consumers to tape programs and then fast forward through commercials ; many VCR owners are among most attractive targets for marketers (S)

13/7/38 (Item 2 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs

(c) 2003 The New York Times. All rts. reserv.

04500829

Advertiming , NYC, uses computers to match product usage to weather conditions; research indicates weather affects use of certain foods and beverages; Vitt Media International Inc, partner in Advertiming, says it

can buy local TV and radio time with 24 hours notice(M))
ALSOP, RONALD
Wall Street Journal, Col. 1, Pg. 29, Sec. 1
Thursday January 10 1985

13/7/39 (Item 1 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

09108632
hase launches campaign to boost brand image
US: CHASE EMBARKS ON MAJOR AD CAMPAIGN
Wall Street Journal Europe (WSJ) 25 May 1999 p.29
Language: ENGLISH

In order to strengthen its image and attract new business, <US bank> Chase Manhattan is rolling out a TV and newspaper **advertising** campaign **targeting** both corporate clients and consumers. The US lending industry has become highly competitive and other banks such as Citigroup and First Union have been engaged in brand-building. Foote Cone & Belding, a unit of True North Communications, is handling Chase Manhattan's account. Ads will appear in the Wall Street Journal and the Financial **Times** <UK> and **TV** ads will begin in the US this week.

13/7/40 (Item 2 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

09106689
Fida unveils **video camera**, scanner
SINGAPORE: FIDA DEBUTS SCANNER
Business Times (XBA) 17 May 1999 p.14
Language: ENGLISH

Fida International Singapore has introduced its WinScan PRO-2000 colour scanner, **targeted** at small firms. The device **offers** USB (universal serial bus) and EPP (enhanced parallel port) connectivity, 660 by 1,200 dots per inch optical resolution, comes with 256 kb of memory buffer, scans at 36 bit 3D colour, and ships with desktop publishing, designing and scanning software. The device is selling for S\$ 199.

13/7/41 (Item 3 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

09067685
KZranove reconduit Ayrault & Cie
FRANCE: AYRAULT WINS CONTRACT WITH KERANOVE
Stratzgies Newsletter (APK) 02 Mar 1999 p.2
Language: FRENCH

Ayrault & Cie might take over from Saatchi as the future agency in charge of the budget of PZtrole Hahn, the <hair care> brand name. Ayrault & Cie has just been re-elected to handle the advertising budget of KZranove, the hair colour range of the EugYne Perma group. KZranove, which advertised back in 1996 for the last **time**, will issue a new **TV** campaign in April 1999. Ayrault & Cie is in charge of the **advertising** of KZranove, Eclat & Douceur and other brands of EugYne Perma which **target** the general public.

13/7/42 (Item 4 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

09050697

TV Le CA pub a augmentZ de 5,2% en 1998

FRANCE: RISE IN TV AUDIENCES AND ADVERTISING
CB News (YZN) 25 Jan 1999 p.25
Language: FRENCH

In 1998, advertisers spent FFr 26bn gross on television advertising, up 5.2% compared with 1997. Television advertising investments in the toiletries and beauty sector rose 16.5% from 1997, followed by food brands, up 7.5%. The gross rating point cost increased only 1.2%, while the average cost for **advertisements targeting** housewives under 50 came to FFr 21,199 in 1998. The **time** spent watching **television** rose 6 minutes, while television viewing by housewives under 50 rose 9 minutes, to reach three and a half hours daily. According to the SNP, the National Television Advertising Syndicate, television advertising represents only 8% of the broadcast type, and 9% of the **time** which **television** viewers devote to watching (source: SNP/SECODIP/MZdiamZtrie).

13/7/43 (Item 5 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

09004496

BOC Credit Card launhces \$10m advert campaign to lure younger consum\

HONG KONG: BOC'S CREDIT CARDS TARGETS THE YOUTH
South China Morning Post (XKT) 21 Oct 1998 p.b6
Language: ENGLISH

The Bank of China has launched a HK\$10 mn **advertising** campaign for its U-Point credit card, **targeting** customers aged 18 to 24. The bank hopes its credit card service covers all age group. Successful applicants of the U-Point card can enjoy exemption of annual fee for the first two years. They will also be given gifts such as designer watches. Any subscribers of Star Internet who sign up for the card through the server will be given a **video camera** for a one-year subscription. The bank estimated that there were 650,000 potential customers in the youth market and it hoped to sign up 20,000 to 50,000 subscribers in the first year. *

13/7/44 (Item 6 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
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09002918

New tack by Sony in war on cheats

HONG KONG: PLAYSTATION LAUNCHES 20 NEW GAMES
South China Morning Post (XKT) 14 Oct 1998 p.b2
Language: ENGLISH

Sony Computer Entertainment launched 20 new games on 13 October, **targeting** customers of its PlayStation **video game machine** in Hong Kong. Besides, a **promotion** campaign was unveiled on the same day. The company will hold lotteries for free gifts with games at its outlets from November 1998. In order to compete against pirate vendors, Sony has lowered its retail prices and launched promotion campaign. Sony said the PlayStation acquired a 70% share in the game machine market in Hong Kong. *

13/7/45 (Item 7 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

06682017
TV licensing revamp spells more freedom
HONG KONG: TV LICENCES DIVIDE FOUR CATEGORIES
The HongKong Standard (XKR) 04 Sep 1998 p.2
Language: ENGLISH

The Information Technology & Broadcasting Authority proposed to divide TV licences into four new categories such as 1) Domestic, free programmes- The operators only **target** local audiences and rely on local **advertising** . They are subject to tight regulations. 2) Domestic, pay programmes- The service must have parental locking system. 3) Non-domestic services-Operators only rely on local advertising. They face more relaxed regulations. 4) Other services. operator small scale TV service aiming at special viewers. This require parental locking system. Regarding ownership, all services except local free TV service face more simplified restrictions. In addition, other services except free TV service will face no advertising **time** restrictions. *

13/7/46 (Item 8 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

06636722
iTV Interactive commercials
HONG KONG: IMS LAUNCHES INTERACTIVE COMMERCIALS
HK Economic Times (XKH) 01 Jun 1998 p.a13
Language: CHINESE

Apart from providing general TV advertising, Hongkong Telecom IMS's interactive TV service also launched interactive TV commercials. Under the plan, a company who want to place an advertisement has to sponsor a movie program on a specified day. iTV customers can see the movie at free of charge but need to watch the advertisment or fill in questionnaires. IMS **offers** a **tailor**-made commercial packages for company clients. Regular price Special price TV **Commercials** HK\$80k-100k HK\$56k-70k Price Contents Sponsorship HK\$90,000 plus Two 30-second of **movie** price of each commercials; **movie** **times** Banner before number of views **movie** is broadcasted; advertisements in IMS monthly magazine; logo added on movie poster and promotion; Report on market analysis. *

13/7/47 (Item 9 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

06581285
La publicitZ virtuelle fait sont entrZe \ la tZlZvision
FRANCE: TFI, ELIDA FABERGE'S VIRTUAL ADVERTISING
Le Monde (LM) 6 Feb 1998 p.32
Language: FRENCH

For the first **time** on a terrestrial **television** station, a virtual advertisement, which can be seen only by television viewers, will be broadcast during the television rebroadcast of the 16th finale of the Football Coop de France on TF1, planned for Sunday 8 February 1998. There

will be four broadcasts of animated **advertising** for Axe, Elida-FabergZ's men's deodorant, inserted during interruptions of the **match**. Television viewers will see a little virtual character with a ball labelled Axe in the 'real background of the football field. This FFr 120,000 operation is based on Epsis technology by Symah Vision, a subsidiary of LagardYre. Only four companies throughout the world master this technology.

13/7/48 (Item 10 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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06572219

Les petits pots Hipp \ la TV

FRANCE: HIPPI'S TELEVISION ADVERTISING CAMPAIGN

LSA (LSA) 15 Jan 1998 p.62

Language: FRENCH

The first television advertising campaign for Hipp, the French company which makes organic baby food, will be broadcast until 3 March 1998, and there will be a press campaign in the Famili magazine in February. This campaign **targets** women with young children (6mn **television** viewers). The **advertising** series is **scheduled** to have 80 broadcasts on TF1 and M6, half of these on prime time. These 8- and 20-second spots will include the brand's tag line 'Nature and nothing else.' *

13/7/49 (Item 11 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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06471250

NRJ et RTL unissent leurs forces commerciales

FRANCE: UNIFIED NRJ AND RTL ADVERTISING

La Tribune (XOT) 15 May 1997 p.26

Language: FRENCH

The French radio stations NRJ and RTL are going to unite their advertising systems from 1 July 1997 to 31 August 1997 in order to attract advertisers who tend to turn to **television** at this **time** of the year, and to boost radio, which represents 7% of the advertising market in France, double that of the United States. This operation will be assessed at the end of the summer, and if it is successful, it may be extended. It may harm Europe RZgies, the advertising system for Europe 1, which represented 21.1% of the market shares in the first quarter of 1997, according to MZdiamZtrie, compared with 37% for the NRJ-RTL duo. RTL, the most listened to radio station in France, and NRJ, the top musical radio network, have set up three **advertising** modules corresponding to three **targets**. Those in the 15-34 age range are the first module, with the stations RTL, NRJ, Fun Radio, and Sud Radio. The second module is formed by housewives around 50 years old, which tends rather to listen to the Rire & Chansons, RTL2, and ChZrie FM stations. The third module combines the stations in the first two modules, which includes the entire population.

13/7/50 (Item 12 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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06456402

Cha nes gZnZralistes. Cibles : les enfants et les adultes CSP+ ne lu\

FRANCE: KIDS WATCH LESS TV

CB News (YZN) 7 Apr 1997 p.42
Language: FRENCH

Children and adults from upper social classes watch less television. According to a survey, the amount of television watched by children from four to ten has dropped 9.2% from 1996, and it dropped 2.3% for children from 11 to 14. Adults from upper social classes are also turning off standard **television**. However, the amount of **time** spent watching **television** stayed the same for people from 15 to 34, and it increased for adults aged 15 to 49. According to Emmanuel Charonnat, director of Carat TV, children's programs have just about been eliminated from prime time, and it even seems that those from four to ten spend 80% of their **television time** watching adult programs. That appears to be the reason why they watch less television. This decrease in programs for adults in upper social classes and children has led these categories of people to switch to theme stations, such as Canal J, TZ1Z Toon, PlanYte, and LCI. With the them channels, the selection of television programs appears to become more fragmented and much more **targeted**. Advertisers must take this information into account. NestlZ has invested nearly 5% of its **advertising** budget in Canal J.

13/7/51 (Item 13 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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06435604
Tuning in to China's wavelength
CHINA: RADIO - A CHEAPER ADVERTISING MEDIUM
Asian Advertising and Marketing (XDY) 07 Feb 1997 P.07
Language: ENGLISH

In China, TV managed to reach out to at least 250 mn households while radio's penetration is 10% lower. China's radio channels are not yet commercially 'advanced' enough to accommodate advertisers requests or sophisticated marketing approach. Despite this, advertising through the radio can be an useful, cheap and effective medium. In TV advertising, there is always the risk of channels replacing commercials or changing programming schedules in the last minute. But for radio appearance, there is the guarantee of broadcasting. As a result, advertisers are beginning to switch to using radio as a means of advertising. Recognising the demand for advertising on radio, stations in China have started to inflate their rates, so far pricing has been increasing a rate of 30% annually. Compared to TV, advertising on radio is still much cheaper. For example, where a 15-second advertisement on radio costs US 35, the same amount of **time** on a **TV** channel will cost US 35,000. So advertisers are adopting radio as an advertising medium, believing that if **ads** are well planned and aired frequently, it will manage to reach out to the **target** audience as well.

13/7/52 (Item 14 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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06418918
DR PEPPER WORKS UP \$7M THIRST
AUSTRALIA: HERE COMES 'DR PEPPER'
The Australian Financial Review (AFR) 16 Jan 1997 P.7
Language: ENGLISH

Dr Pepper is the single largest selling soft drink (excluding colas) in the US carbonated drinks market, valued at US\$ 500 bn. Over AU\$ 7 mn will be

used to launch Dr Pepper in Australia. Out of which, some AU\$ 5 mn will be used to acquire **television time**. Besides this, part of the promotion program involves giving away a minimum of 1 mn cans of Dr Pepper in 1997. Cadbury Schweppes, who incurred US\$ 2.2 bn to acquire the brand in 1995 will **target** 0.25 mn university students through on-campus **promotions**.

13/7/53 (Item 15 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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06378546

Cable **TV** advertising **time** limit

HONG KONG: CABLE TV TO BROADCAST ADS

HK Economic Journal (XKG) 15 Oct 1996 p.5

Language: CHINESE

Hong Kong's Cable TV will be permitted to broadcast **TV** ads in 1997. The **time** of broadcasting will be limited not more than 10 mins a hour which is as same as two existing TV stations. Currently, Cable TV has 24 channels. Therefore, the total **TV ads ' time** will be longer than those of two TV stations. Moreover, different channels **target** different audiences. Advertisers can easily decide which channels are the most suitable for them based on their different target groups. *

13/7/54 (Item 16 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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06372018

America Online **Targets** New **Ads** At the Tech Savvy

US: AMERICA ONLINE LAUNCHES MARKETING OFFENSIVE

Wall Street Journal Europe (WSJ) 01 Oct 1996 p.6

Language: ENGLISH

Targeting educated professionals equipped in computers but are not connected to on-line services, America Online (AOL) of the US, which provides such services, has decided to launch a US\$ 300mn marketing campaign. The campaign, which includes prime **time TV** advertising, free software distribution in co-operation with rental chain Blockbuster and several airlines and a truck tour, is part of the strategy of AOL aiming at increasing its number of customers to 10mn by August 1996 versus 6mn currently. AOL has recently suffered from large software problems as well as a high turnover as far as its customer base is concerned.

13/7/55 (Item 17 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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06346208

Electronic media's commercials price decrease

TAIWAN: TV STATIONS COMPETE FOR ADS

Commercial Times (XKC) 29 Jul 1996 p.30

Language: CHINESE

Taiwan's three TV stations provide more flexible commercials price to advertisers due to the cable TV competition. China TV (translated name) mentions that the prime time commercials can still maintain its old price. However, the price in other spot **time** is decreasing. The **TV** stations introduce special commercials packages. For example, advertisers can

receive free commercials if they place their commercials in the evening spot time. TVBS mentions that the **commercials** in 3 TV stations can "reach" the majority while cable TV **commercials** can **target** particular group of people. *

13/7/56 (Item 18 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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06311848
Loewe bewirbt ihre neue Premiummarkke Systems
GERMANY: LOEWE PRESENTS AUDIO/VIDEO LINE SYSTEMS
Horizont (XGZ) 10 May 1996 p.19
Language: GERMAN

German consumer electronics company Loewe Opta presents Systems, a new premium line for audio/ **video equipment** . The DM 3mn advertising campaign for the launch comprises around 200,000 direct mailings, print **ads** in large daily papers and inserts in specialist upper-class magazines. The **target** group are people between 30 and 60 years of age with a monthly net income of at least DM 4,500. *

13/7/57 (Item 19 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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06250841
In die Falle laufen
GERMANY: HARD **TIMES** AHEAD FOR **TV** CHANNELS
Wirtschaftswoche (XIQ) 04 Jan 1996 p.30-32
Language: GERMAN

As growing competition puts pressure on revenue and costs are soaring at the German TV channels, private or not, approaches are being sought to tackle the problems. Germany's three major private TV channels Pro Sieben, RTL and Sat 1 are pursuing different strategies to fight the unfavourable conditions. Whilst Pro Sieben intends to start up own productions, market leader RTL wants to bet on a higher number of Hollywood products. Sat 1 tries to remain competitive by hiring expensive stars. Public TV channels ARD and ZDF join in the race for viewers. However, as their shares in reaching the **target** group of the 14-to-49-year-olds keep declining year after year, **advertising** orders from the media sector are dwindling. In 1995, the ARD and ZDF channels had a share of 11.1% (13.6%) and 9.6% (11.9%) respectively in the 14-49 target group, whilst RTL boasted 20.2% (19.7%), Sat 1 had 14.9% (14.8%) and Pro Sieben recorded 14.7% (13.8%).

13/7/58 (Item 20 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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06164009
TV : LES ECRANS SATURENT ET LE GRP S'EMBALLE
FRANCE: AVAILABLE **TIME** LACKING FOR **TV** ADVERTS
Communication CB News (XOV) 22 May 1995 p.6-7
Language: FRENCH

In France, while the Representative **Advertising** Group cost (**targeting** housewives under 50 in prime **time** on **television**) still rose sharply in February and March 1995, French **television** channels predict that the

time available for advertising will soon be saturated. In March 1995 France 2 and France 3, the two public **television** stations, sharply increased their advertising **time**, exceeding even the TFI and M6 private stations in prime time. Advertisers demand is growing steadily and purchasing groups have increasing difficulty in finding time available. Therefore the rates are skyrocketing, and many want to make the law more flexible in order to increase the amount of advertising time broadcast per hour.

13/7/59 (Item 21 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
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06148089

Tessa providers offered special TV airtime deal

UK: TV **AD FIRM TARGETS** TESSA SELLERS
Money Marketing (MOM) 04 May 1995 p.13
Language: ENGLISH

With renewal due in 1995-6 of GB# 25bn worth of Tessa savings Laser, the UK TV **advertising** sales agency, are **targeting** UK Tessa providers, such as investment trusts and unit trust firms, in a sales drive by offering them special services. The services include mailshots to IFAs, studio assistance and monitoring of awareness after the campaign. Laser sells TV **ad time** for Yorkshire Tyne Tees, Granada and London Weekend Television.

13/7/60 (Item 22 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
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06110832

Mr Soft in TV return

UK: NEW ADVERTISING CAMPAIGN FOR TREBOR BASSET
Off Licence News (OLN) 26 Jan 1995 p.8
Language: ENGLISH

In order to promote its Spearmint Softmints, Trebor Basset has decided to invest GB# 1.5mn in a TV **advertising** campaign <in the UK> on 27 March 1995. The company **targets** women and expects that they will see eight **times** its Mr Soft TV **ads**.

13/7/61 (Item 23 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
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06078781

VIEWING FIGURES

UK: RETAILERS MUST **TARGET** THEIR **ADVERTISING**
Retail Week (RWK) 18 Nov 1994 p.10-11
Language: ENGLISH

In the Retail Report by CIA Medianetwork, retailers' advertising expenditure as a whole in the year to July 1994 was 8% down on the year before, but press advertising spending remained at four **times** the level of that on TV. The report highlighted the tendency for many retailers to **target** their **advertising** poorly because they failed to deviate from their standard patterns of sales-led, short-term work with intensity of advertising higher towards the end of the week. In terms of TV advertising, huge resources are being wasted in reaching inappropriate age groups - for

every 100 65+ age group TV ratings, retailers gained just 63 under 35 year olds ratings in the year to August 1994, a waste of GBP 20mn in **advertising** expenditure (assuming the over 65s were not the **target** audience). CIA found that **targeting** the highest spenders - over 55 educated, middle class high earners and well educated, high earning 15-34 year olds - preferred the Daily Mail and Sunday Mail newspapers, making these key publications in which to advertise. In a similar process for TV, the company found that 70% of those who shop at Woolworths watched You've Been Framed all the way through.

13/7/62 (Item 24 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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06062911

Warhol imagery opens fresh offensive for Sony broadcast

UK: SONY IN RESPONSIVE INITIATIVE

Precision Marketing (ZCZ) 17 Oct 1994 p. 5

Language: ENGLISH

In an attempt to lift Sony Broadcast & Professional, a new through-the-line responsive initiative which Sony is initiating in October 1994 in the UK will include off-the-page **advertisements** **targeting** the marketing services arena initially. The virtues of the specialist video unit's products will extolled using Andy Warhol-style images in a campaign in which The Direct Partnership will conduct large-scale mailing. Eventually the campaign will move on to sectors like entertainment and education, ending in March 1995. *

13/7/63 (Item 25 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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06053230

Good **times** ahead as Asia-Pacific **TV** market prepares for big boom

ASIA: ASIA TV MARKET EXPECTS ROBUST GROWTH

Media (XCP) 16 Sept 1994 P. 15

Language: ENGLISH

A report from London-based Kagan World Media has revealed that the number of TV households in Asia will rise to 484.15 mn by 2003, representing about 32% increment. TV **advertising** is **targeted** at a growth rate of 74.2% from USD 22.1 bn in 1994 to USD 38.4 bn by 2003. Excluding Japan, TV ad revenue is projected to increase by 161% from USD 7.6 bn to USD 19.9 bn by 2003. Annual TV advertising spend per household in Asia-Pacific will rise to USD 79 by 2003 from its current USD 60. Kagan has attributed the prospective growth to the surge in satellite delivered channels, and the deregulation of the domestic broadcasting industries in the region.

13/7/64 (Item 26 from file: 583)

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06050510

Future cloudy for anti-smoking ads

US: ANTI TOBACCO ADS NOT ON PRIME TIME SPOTS

Advertising Age (AAE) 08 Aug 1994 p.43

Language: ENGLISH

Less and less anti-smoking advertising is appearing on the public service airwaves. Around 67% of those commercials appeared from 11 pm to 7am and only 3% were shown in prime **time television**. Even the commercials aimed at children were not shown at **times** when children watched **television**. Given this situation the Center for Disease Control(CDC) is thinking of abandoning all its anti smoking TV **advertising**. However, if **targetted** well and consistently such TV **commercials** have been shown to be successful- at least in the states of Vermont and Montana.

13/7/65 (Item 27 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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05942953
International
US: CAMERAS TO LOSE OUT TO VIDEOS - SURVEY
Amateur Photographer (ARP) 19 Feb 1994 p.9
Language: ENGLISH

A survey of parents in the US between the ages of 18 and 34 by the PMA has found that 70% will make their next image purchase a **video camera** rather than a still camera. Only 18% said they would purchase the latter. As a result both Kodak and Fuji are to shift their marketing to children. These young consumers are expected to be attracted to still photography due to its novelty. They are the **video** generation and **cameras** will appear more artistic to them as well as being cheaper on their pockets. Fuji is to spend over USD 1mn alone this year marketing to children. Kodak and Konica are **targeting** schools and **advertising** on TV during children's shows.

13/7/66 (Item 28 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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05378590
First festive Coors
UK - HUGE TV CAMPAIGN FOR COORS EXTRA GOLD
Scottish Licensed Trade News (SLTN) 1 October 1992 p18
ISSN: 0036-9322

Coors UK is running a huge TV campaign for its Coors Extra Gold American-style premium lager, about to see its first Christmas in Scotland, which is to operate in Scotland until its full launch, in May 1993, in the UK. The company states that 93% of its **target** consumer audience will view the **TV ads** 27 **times** on average, between autumn 1992 and spring 1993. In addition to the TV promotion, there will be major off and on-trade consumer advertising to back the launch of Coors Extra Gold.

13/7/67 (Item 29 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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05096559
Dutch Boy **times** TV ad campaign for peak buying season
US - DUTCH BOY LAUNCHES TV AD CAMPAIGN
American Paint & Coatings Journal (APC) 27 April 1992 p24
ISSN: 0098-5430

Dutch Boy has initiated a television advertising campaign incorporating the message 'The Look That Lasts' aimed at nationwide paint purchasers. The

campaign focuses on durability to follow on from the firm's 'The Look' campaign begun in 1988. The advertisements concentrate on exterior paint to build consumer confidence and highlight the durable finish, claims Dave Silvia, vice president, sales and marketing. The company has six new TV spots, with the commercials featuring three graphic visual motifs highlighting the fading process to compare what should fade and what should not, i.e. Dutch Boy exterior paint, claims Bob Clancy, creative director and executive vice president, Griswold, Dutch Boy's advertising agency. The commercials will run on The Nashville Network, Lifetime, ESPN, USA, TNT, TBS and CNN, with the cable schedule **targetting** 25-54 year old men, who make up the leading exterior paint buying group. The **ads** will be shown around major paint purchasing periods, with complementary radio commercials also scheduled.

13/7/68 (Item 30 from file: 583)

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04974105

OPPORTUNITY KNOCKS FOR RETAILERS

UK - RETAILERS MOVE INCREASINGLY TO TV ADVERTISING
Retail Week (RWK) 20 March 1992 p14

UK: The retail market represented only just over 5% of the GBP1.5 bil spent on TV advertising in 1991, but TV ads can be of great value to food retailers, for example, which are able to make use of cheaper daytime **ads** which attract their **target** audiences, according to Cathy Robbins, researcher at HTV (UK). Many of the leading TV companies are now giving large discounts in order to attract new ad business, and it seems increasingly beneficial for the retailing sector to turn to **TV** ads in a **time** of recession. Over the 1990s, the retailing area most likely to see strong growth in TV ad work is furniture, according to Television Sales & Marketing Services (UK), as these retailers will be among the first to benefit once economic recovery begins, with most of the new business going to those which ensured a high public profile during the recession. Article looks at the approach to TV advertising for retailers by various TV companies, including Anglia TV, which now derives around 25% of its ad revenue from the retail sector.

13/7/69 (Item 31 from file: 583)

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04826240

CAMCORDERS: SWEET REVENGE FOR SONY?

US - COMPETITION GROWS IN CAMCORDER SECTOR
International Business Week (IBW) 23 December 1991 p25-26
ISSN: 0007-7135

There is great competition in the USD1r3 bil/y US camcorder market, with particular competition between the VHS, VHS-C and 8mm formats. NPD Group (Port Washington, NY), market researcher, says that in 1991 the 8mm format, which was pioneered by Sony, has taken the lead, accounting for 50% of the market as at August 1991 vs 21% in January 1989, while VHS had a market share of 37%, vs 67%, and VHS-C a share of 13%, vs 12%. Sony says that it currently accounts for around 40% of all camcorders sold in the US and 80% of all 8mm format camcorders. Although Matsushita Electrical Industrial's Panasonic says that VHS remains the dominant format, it admits that the 8mm format is making progress. Panasonic has started a TV and print **ad** campaign, **targeted** at the approx 75 mil households with VHS-compatible

video recorders, asking possible camcorder owners 'Will it play in my VCR?'. Source further discusses the US camcorder market, with some data in chart form.

13/7/70 (Item 32 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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04692064

Philips drops GBP2300 camcorder

UK - PHILIPS TO WITHDRAW VKR9550 FROM MARKET

Electrical & Radio Trading (ERT) 28 November 1991 p2

ISSN: 0013-4228

Philips will withdraw the VKR9550 S-VHS camcorder from the UK, Italian, German and Dutch markets. The camcorder, which retailed at GBP2,300 in the UK, was launched in May 1991 but sold under 100 units in the UK. The product is being withdrawn due to low production yield of the CCD image sensor and other **customised** components. The unit boasts a 2/3-in chip which **offers** horizontal resolution over 450 lines. Demand was so low for the camcorder that Philips was unable to guarantee top quality results.

13/7/71 (Item 33 from file: 583)

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04032242

IMAGEBASE TECHNOLOGY UNVEILS IMAGE DATABASE MANAGER

UK - IMAGEBASE TECHNOLOGY UNVEILS IMAGE DATABASE MANAGER

Computergram International (CGI) 15 January 1991 p1

ISSN: 0268-716X

ImageBase Technology has launched PC Album - an image database management system with colour image handling. The product, **targeted** at estate agencies, **advertising** companies and model agencies, uses compression - which can be varied by degree so that users can trade disk space off against picture quality depending on their priority - to store images as static files alongside text. The text database is set up by defining fields on the screen, on which Picture Boxes are then created for displaying real-time, colour images - generally input from a **video camera**. PC Album is made in the US by PCM and is available exclusively from ImageBase Technology in the UK. The product is also available bundled with Canon still- **video cameras**, Howtek or Sharpe scanners and standard ink-jet printers as well as Hitachi's VY 200 high-definition A6 colour video printer and an A4 colour printer from Mitsubishi. A complete single-user system, with camera, scanner, and printer starts from GBP3,120.*

13/7/72 (Item 34 from file: 583)

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03650415

VIN DE PAYS CAMPAIGN FOR LONDON

UK - VIN DE PAYS CAMPAIGN FOR LONDON

Harpers Wine & Spirit Gazette (HWS) 20 July 1990 p6

ISSN: 0017-7903

UK: Greater London is the **target** area for a Vin de Pays **promotion** for 1990, including **advertisements** in the Underground, **Time Out**, **TV**

Times and the London section of the Sunday Times. This is linked to the French wine advertising theme through a 'Make Friends with the Wines of France' slogan. Vin de Pays exports to the UK were up 153% in value terms and 112% in volume terms between 1984 and 1988.

13/7/73 (Item 35 from file: 583)

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03020590

SAN MIGUEL IN NEW ADVERTISING CAMPAIGN

UK - SAN MIGUEL IN NEW ADVERTISING CAMPAIGN
Off Licence News (OLN) 26 October 1989 p16

San Miguel Spanish beer is aiming to spend almost GBP1 mil, double that of 1988, on an **advertising** campaign **targetting** 18-34 year old drinkers. It will cover sponsorship and **advertising** in consumer and trade media, independent radio stations and a Spanish TV commercial to be shown 84k **times** in 500 cinemas. It will also include GBP200k for the new 440ml can due for sale in February 1990.

13/7/74 (Item 36 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
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02156398

CONTINENTAL AIRLINES TO LAUNCH AD CAMPAIGN

US - CONTINENTAL AIRLINES TO LAUNCH AD CAMPAIGN
Advertising Age (AAE) 5 September 1988 p3,57
ISSN: 0001-8899

Continental Airlines will launch a 2-part USD1r30 mil budgeted multimedia ad campaign in fall-1988 that promotes discounted fares then quality service. The discounted fares portion of the campaign, via NW Ayer (Houston, Texas, and New York), debuts 9/6/88 and will include four 15-sec TV spots in 12 markets and a 30-sec spot in Denver, Colorado, and feature a humorous Japanese Samurai warrior. The warrior cuts cabin curtains between first-class and full-fare coach sections in one spot, signifying first-class availability for full-fare coach tickets, and in another he cuts an elderly person's ticket in two to represent senior citizen reductions. Radio, print and outdoor ads support the discounted fares campaign. Continental is providing companions of MaxSaver passengers with a USD1r158 round-trip ticket and some discounts up to 70% off for some non-stop flights out of Denver. The service portion of the campaign features 30-sec cable TV spots and print ads in 'The Wall Street Journal' and promotes an unconditional USD1r200 service guarantee for first-class passengers, **targeting** business travelers. American Airlines will launch the 'On-Time Machine' network TV ad campaign on 9/9/88 via Bozell Jacobs Kenyon and Eckhardt. United Airlines will break ads during the Summer Olympic Games on NBC-TV via Leo Burnett USA. Delta Air Lines has suspended its ads due to a crash at the Dallas-Fort Worth Airport.

13/7/75 (Item 37 from file: 583)

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02128261

RCA/COLUMBIA PLANS AD CAMPAIGN **TARGETED** AT WOMEN

UK - RCA/COLUMBIA PLANS AD CAMPAIGN **TARGETED** AT WOMEN

Marketing (MG) 8 September 1988 p1
ISSN: 0025-3634

RCA/Columbia is launching a press **ad** campaign worth GBP220k **targeted** at ABC1 women. The company believes that 55% of VCR owners account for 93% of all video rentals, and that the majority of renters are C1C2D 15-25-year-olds. The remaining 45% of all VCR owners are believed to account for only 7% of rentals.

13/7/76 (Item 38 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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01216071
SAATCHIS ENCOURAGES ADVERTISERS TO SUPPORT NIGHT- **TIME TV**
UK - SAATCHIS ENCOURAGES ADVERTISERS TO SUPPORT NIGHT- **TIME TV**
Media Week (MWK) 24 July 1987 p17

Saatchis has revealed a report which encourages advertisers to support night- **time TV** as they will have the advantage of being able to **target** young audiences and spend less on **advertising** .*

13/7/77 (Item 39 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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00700375
SONY AIMS AT YOUTH
UK - SONY AIMS AT YOUTH
Campaign (CN) 12 December 1986 p10
ISSN: 0008-2309

HCM Horner Collis and Kirvan will this week reveal its first press work for Sony cassettes: two **ads targetted** at teenagers. The **ads** will appear in Biz and Smash Hits and still use the giant ear notion.*
?

?show files;ds

File 348:EUROPEAN PATENTS 1978-2003/Mar W04

(c) 2003 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20030327,UT=20030320

(c) 2003 WIPO/Univentio

| Set | Items | Description |
|-----|--------|--|
| S1 | 328566 | TARGET? OR CUSTOMI? OR TAILOR? OR MATCH? |
| S2 | 6830 | S1(15N) (ADVERTI?EMENT? OR ADVERTI?ING OR AD OR ADS OR COMM- ERCIALS OR BANNER? ? OR OFFERS OR INDUCEMENT? ? OR INCENTIVE? ? OR (MARKETING OR PROMOTIONAL) ()MESSAGE? ? OR STREAMER? ? OR TRAIL?R? ? OR PREVIEW? ? OR PROMO? ? OR PROMOTION? ?) |
| S3 | 1375 | S2(15N) (AUDIENCE? OR BUYER? OR CUSTOMER? OR TICKET? OR SHO- PPER? OR TRAVELL?R? OR MEMBER OR VIEWER? OR SIGHTSEER? OR TOU- RIST?) |
| S4 | 175 | S3(15N) (MOVIE? OR (AUDIO? OR VIDEO?) (2W) (CLIP? OR PRESENTA- TION? OR PROGRAM OR SHOW) OR FILM? ? OR TV OR TELEVISION?) |
| S5 | 28593 | (MOVIE? OR FILM? OR VIDEO?) (3N) (PROJECTOR? OR EQUIPMENT OR MACHINE OR CAMERA?) |
| S6 | 20729 | (MOVIE? OR FILM? OR TV OR TELEVISION? OR SITCOM?) (5N) (SCHE- DULE? OR TIME?) |
| S7 | 612 | S2(15N) (TYPE OR KIND OR CATEGORY OR BASED() (ON OR UPON) (2W-) (MOVIE? OR FILM)) |
| S8 | 0 | S21(15N) (TICKET? ?) (3N) (PURCHASE OR PURCHASED OR BOUGHT OR BUY OR SOLD) |
| S9 | 0 | S6(2S)S21 |
| S10 | 21 | S2(15N) (MOVIE? OR FILM OR VIDEO?) (5N) (BEING() (SHOWN OR PLA- YED OR WATCHED OR PROJECTED OR STREAMED)) |
| S11 | 31 | S4 AND S5 AND S6 |
| S12 | 0 | S4(2S)S5(2S)S6 |
| S13 | 17 | S4(S)S7 |
| S14 | 48 | S11 OR S13 |
| S15 | 4 | S14 AND IC=G06F |
| S16 | 44 | S14 NOT S15 |
| ? | | |

Considered all

?show files;ds

File 348:EUROPEAN PATENTS 1978-2003/Mar W04

(c) 2003 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20030327,UT=20030320

(c) 2003 WIPO/Univentio

| Set | Items | Description |
|-----|--------|---|
| S1 | 328566 | TARGET? OR CUSTOMI? OR TAILOR? OR MATCH? |
| S2 | 6830 | S1(15N) (ADVERTI?EMENT? OR ADVERTI?ING OR AD OR ADS OR COMM- ERCIALS OR BANNER? ? OR OFFERS OR INDUCEMENT? ? OR INCENTIVE? ? OR (MARKETING OR PROMOTIONAL) ()MESSAGE? ? OR STREAMER? ? OR TRAIL?R? ? OR PREVIEW? ? OR PROMO? ? OR PROMOTION? ?) |
| S3 | 1375 | S2(15N) (AUDIENCE? OR BUYER? OR CUSTOMER? OR TICKET? OR SHO- PPER? OR TRAVELL?R? OR MEMBER OR VIEWER? OR SIGHTSEER? OR TOU- RIST?) |
| S4 | 175 | S3(15N) (MOVIE? OR (AUDIO? OR VIDEO?) (2W) (CLIP? OR PRESENTA- TION? OR PROGRAM OR SHOW) OR FILM? ? OR TV OR TELEVISION?) |
| S5 | 28593 | (MOVIE? OR FILM? OR VIDEO?) (3N) (PROJECTOR? OR EQUIPMENT OR MACHINE OR CAMERA?) |
| S6 | 20729 | (MOVIE? OR FILM? OR TV OR TELEVISION? OR SITCOM?) (5N) (SCHE- DULE? OR TIME?) |
| S7 | 612 | S2(15N) (TYPE OR KIND OR CATEGORY OR BASED() (ON OR UPON) (2W-) (MOVIE? OR FILM)) |
| S8 | 0 | S21(15N) (TICKET? ?) (3N) (PURCHASE OR PURCHASED OR BOUGHT OR BUY OR SOLD) |
| S9 | 0 | S6(2S)S21 |
| S10 | 21 | S2(15N) (MOVIE? OR FILM OR VIDEO?) (5N) (BEING() (SHOWN OR PLA- YED OR WATCHED OR PROJECTED OR STREAMED)) |
| S11 | 31 | S4 AND S5 AND S6 |
| S12 | 0 | S4(2S)S5(2S)S6 |
| S13 | 17 | S4(S)S7 |
| S14 | 48 | S11 OR S13 |
| S15 | 4 | S14 AND IC=G06F |
| S16 | 44 | S14 NOT S15 |
| ? | | |

NP- 001|
 PN- JP 7281298 A 19951027 JP 9467471 A 19940405 199601 B|
 AN- <LOCAL> JP 9467471 A 19940405|
 AN- <PR> JP 9467471 A 19940405|
 FD- JP 7281298 A G03B-021/28|
 LA- JP 7281298(5)|
 AB- <BASIC> JP 7281298 A

The video viewer (1) has a light source (10) which is projected onto the plan of projection (3) through reflectors (9,11,16,17). The light source and an object are installed outside a main body (2).

A video camera (18) takes the picture of an object placed on a plane of projection, and it is converted into a video signal. A half mirror (15) matches the optical axis (r) of the light source with the optical axis (S) of the video camera.

ADVANTAGE - Offers cheap device. Matches exactly range of illumination of light source and picture taking range. Provides clear image.

Dwg.1/5|

DE- <TITLE TERMS> VIDEO; VIEW; OHP; HALF; MIRROR; MATCH; OPTICAL; AXIS; LIGHT; SOURCE; OPTICAL; AXIS; VIDEO; CAMERA|
 DC- P82; W04|
 IC- <MAIN> G03B-021/28|
 IC- <ADDITIONAL> G03B-021/00|
 MC- <EPI> W04-Q01E|
 FS- EPI; EngPI||

10/4/16 (Item 16 from file: 350)

DIALOG(R)File 350:Derwent WPIX
 (c) 2003 Thomson Derwent. All rts. reserv.

Considered all

IM- *Image available*
 AA- 1995-157420/199521|
 XR- <XRPX> N95-124060|
 TI- Communications analysing appts e.g. for TV advertisement and programme transmission data - has universe database storing potential viewership statistics and programme profiles database storing data relating to viewership ratings for geographical areas|
 PA- MCCONNELLS DEV LTD (MCCO-N)|
 AU- <INVENTORS> STRACHAN G|
 NC- 001|
 NP- 001|
 PN- IE 62348 B3 19950125 IE 912562 A 19910722 199521 B
 <AN> IE 94810 A 19910722|
 AN- <LOCAL> IE 912562 A 19910722; IE 94810 A 19910722|
 AN- <PR> IE 912562 A 19910722; IE 94810 A 19910722|
 FD- IE 62348 B3 G06F-015/40 Div ex application IE 912562|
 LA- IE 62348(18)|
 AB- <BASIC> IE 62348 B

An advertisement booking processor is connected by three input bi-directional communication link to three series connections and campaign and bookings databases. The first series connection includes a magnetic tape reader, read data validator, an advertisement database storing data received on tape and a current advertisement database. The second series connection includes a input interface, a ratings processor, a received data validator and a database storing received and validated data for the broadcast programmes. The third series connection includes a keyboard and a rate card database for data relating to TV advertising rates.

The advertisement booking processor reads the databases connected to it for comparing the booked advertisements with current advertisement data, programme ratings data, rate card data, and

campaign data. The comparison signals are fed back to a user via a video terminal to enable input bookings and for direct printing of daily bookings guide. A campaign monitoring processor connected to the databases **match** data for **advertisements** booked with that for broadcast programmes and **advertisements**. Performance reports are generated for each advertisement and each campaign. A program monitoring processor generates a report indicating viewership of programmes sorted according to rating.

USE - For estimating which **time** slots on **television** will deliver biggest and/or most cost effective audience for particular product being advertised.

Dwg.1/2|

DE- <TITLE TERMS> COMMUNICATE; ANALYSE; APPARATUS; TELEVISION; ADVERTISE;
PROGRAMME; TRANSMISSION; DATA; UNIVERSE; DATABASE; STORAGE; POTENTIAL;
STATISTICAL; PROGRAMME; PROFILE; DATABASE; STORAGE; DATA; RELATED;
RATING; GEOGRAPHICAL; AREA|

DC- T01; W02|

IC- <MAIN> G06F-015/40|

IC- <ADDITIONAL> G06F-011/30; G06F-015/24|

MC- <EPI> T01-J05A; T01-J05B4; W02-F04X|

FS- EPI||

10/4/17 (Item 17 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*

AA- 1991-325474/199144|

XR- <XRPX> N91-249496|

TI- Process for modifying zone of successive images - uses reference marks
in target zone of pixel matrix image sequence to allow transformation
of model and substitution of pixels|

PA- MULTI MEDIA TECHNIQUES (MULT-N); SYMAH VISION (SYMA-N)|

AU- <INVENTORS> LUQUET A; REBUFFET M; BUFFET M; LIQUET A|

NC- 015|

NP- 009|

PN- WO 9115921 A 19911017 199144 B|

PN- FR 2661061 A 19911018 199201

PN- EP 477351 A 19920401 EP 91908586 A 19910410 199214

PN- JP 5501184 W 19930304 JP 91508199 A 19910410 199314

<AN> WO 91FR296 A 19910410

PN- US 5353392 A 19941004 WO 91FR296 A 19910410 199439

<AN> US 92776416 A 19920720

PN- EP 477351 B1 19950208 EP 91908586 A 19910410 199510

<AN> WO 91FR296 A 19910410

PN- DE 69107267 E 19950323 DE 607267 A 19910410 199517

<AN> EP 91908586 A 19910410

<AN> WO 91FR296 A 19910410

PN- ES 2068581 T3 19950416 EP 91908586 A 19910410 199522

PN- US 5515485 A 19960507 WO 91FR296 A 19910410 199624

<AN> US 92776416 A 19920720

<AN> US 94308912 A 19940920|

AN- <LOCAL> EP 91908586 A 19910410; JP 91508199 A 19910410; WO 91FR296 A
19910410; WO 91FR296 A 19910410; US 92776416 A 19920720; EP 91908586 A
19910410; WO 91FR296 A 19910410; DE 607267 A 19910410; EP 91908586 A
19910410; WO 91FR296 A 19910410; EP 91908586 A 19910410; WO 91FR296 A
19910410; US 92776416 A 19920720; US 94308912 A 19940920|

AN- <PR> FR 904663 A 19900411|

CT- EP 360576|

FD- WO 9115921 A

<DS> (National): JP US

<DS> (Regional): AT BE CH DE DK ES FR GB GR IT LU NL SE
 FD- EP 477351 A
 <DS> (Regional): BE DE DK ES FR GB IT LU NL SE
 FD- JP 5501184 W H04N-005/272 Based on patent WO 9115921
 FD- US 5353392 A H04N-005/262 Based on patent WO 9115921
 FD- EP 477351 B1 H04N-005/272 Based on patent WO 9115921
 <DS> (Regional): BE DE DK ES FR GB IT NL SE
 FD- DE 69107267 E H04N-005/272 Based on patent EP 477351
 Based on patent WO 9115921
 FD- ES 2068581 T3 H04N-005/272 Based on patent EP 477351
 FD- US 5515485 A H04N-005/262 Cont of application WO 91FR296
 Cont of application US 92776416
 Cont of patent US 5353392|
 LA- EP 477351(31); US 5353392(17); EP 477351(F<PG> 19); US 5515485(14)|
 DS- <NATIONAL> JP US|
 DS- <REGIONAL> AT; BE; CH; DE; DK; ES; FR; GB; GR; IT; LU; NL; SE|
 AB- <BASIC> WO 9115921 A

A non-deformable target zone to be replaced in a scene is identified and characterised both in position and dimensions by reference marks located close to each other and connected to the target zone in each image. The position w.r.t. these marks of a model which can be superimposed on the target zone, memorised in digital form, is determined.

Geometrical transformations determined by a correlation calculation based on the marks, transpose the model corresp. to variations in the target zone (14) whose pixels are selectively substituted by the model's pixels.

USE/ADVANTAGE - Replacement of **advertising** panels with locally **targeted** messages. Alteration of decor. Placing real images in synthetic images and vice-versa. Requires only one manual intervention. (3lpp Dwg.No.1/4)|

AB- <EP> EP 477351 B

Method for modifying the content of a sequence of images representing an evolutionary scene, the images being able to be represented as a matricial arrangement of pixels, comprising: indicating a non-deformable target zone (14) to be replaced in the scene characterizing the location and size of the target zone by characterising points, bound to said target zone, which are stored; automatically detecting the target zone in the successive images of the same shot by carrying out search of the charactering points whose representation is stored, such search being carried out by pattern recognition; determining a position to be given in the image to a pattern superimposable on the target zone, stored by a digital form; for each particular image of the sequence, automatically determining a geometrical transformation to be underground by the pattern to make it much the aspect of the target zone, by a correlation computation between the relative locations of the characterised points in the particular image and their sorted location corresponding to the patent and carrying out that transformation on the stored pattern, and substituting, in the image, the pixels representative of a transformed pattern to the pixels representative of the target zone.

Dwg.1,2/4e|

AB- <US> US 5353392 A

The device for modifying the content of images of a sequence of images having a high degree of correlation between successive images, comprises a device for storing reference marks for locating a target area in the image and representations of the target area at a number of scales and for storing representations, at the same scales, of a pattern which can be superimposed on the target area. Another device recognises the reference marks in the current image and derives the position and dimensions of the target area from them.

A further device automatically determines, for each image, by

spatial correlation calculation based on the reference marks, a geometrical transformation to which the pattern should be subjected to correspond to the variations of appearance of the target area, in all successive images of a same shot and for substituting, in the image, the pixels representative of the pattern for the pixels representative of the target area.

USE - For use especially in case of sporting event broadcast in several countries with different advertising billboards.

Dwg.1A/4

US 5515485 A

Method for enabling replacement of a current representation of a target in each image of a sequence of successive video images of a scene delivered by a video camera, with a stored pattern, independent of the size of the target representation, said method comprising the steps of:

(a) storing data identifying said target as set of a plurality of distributed characterizing points and a full representation of said target;

(b) automatically recognizing at least a subset of said set of characterizing points in each current image in turn in the sequence and deriving an estimated location, size and perspective of the current representation of said target in said current image from the relative locations of the characterizing points in said current image;

(c) geometrically transforming said full representation of said target responsive to said estimated size and perspective;

(d) determining, by pixel-by-pixel comparison, which part of the geometrically transformed representation of the target is identical to a part of the current representation of said target as it appears in said current image; and

(e) generating data necessary for enabling replacement of each said current representation of the target by a matching representation of said stored pattern as a result of the transformation and comparison.

1A,1B/4E|

DE- <TITLE TERMS> PROCESS; MODIFIED; ZONE; SUCCESSION; IMAGE; REFERENCE; MARK; TARGET; ZONE; PIXEL; MATRIX; IMAGE; SEQUENCE; ALLOW; TRANSFORM; MODEL; SUBSTITUTE; PIXEL|

DC- T01; W04; W05|

IC- <MAIN> H04N-005/262; H04N-005/272|

IC- <ADDITIONAL> H04N-005/27|

MC- <EPI> T01-J10; W04-N; W05-E03|

FS- EPI||

10/4/18 (Item 1 from file: 347)

FN- DIALOG(R)File 347:JAPIO|

CZ- (c) 2003 JPO & JAPIO. All rts. reserv. |

TI- COATING MATERIAL FOR INORGANIC SUBSTRATE AND COATING FILM-FORMING METHOD

PN- 2001-220549 -JP 2001220549 A-

PD- August 14, 2001 (20010814)

AU- FUJISHIRO MASAKI; YASUI MASAHIRO; WATANABE KENJI

PA- NIPPON PAINT CO LTD

AN- 2000-031828 -JP 200031828-

AN- 2000-031828 -JP 200031828-

AD- February 09, 2000 (20000209)

C09D-201/00; B05D-003/00

AB- PROBLEM TO BE SOLVED: To provide a coating material capable of obtaining a coating film having a predetermined film thickness on an inorganic substrate without causing cracks in the coating film, and a method of forming a coating film using the coating material. SOLUTION: This coating material for inorganic substrate has a crack follow-up of the coating film obtained therefrom of 0.2 mm or

more and a wet film to be obtained by applying the coating material on an inorganic substrate so as to obtain a target dry film thickness of not less than 50 μm which meets the conditions of (a) a color difference between the wet film and the inorganic substrate of 20 or more, (b) a color difference between the wet film and a wet film having been dried to come to a film thickness of less than the target dry film thickness minus 50 μm of 2 or more, and (c) a color difference between the wet film and a wet film having a film thickness 1.2 times this wet film of less than 1. The method of forming a coating film comprises setting a target dry film thickness relative to a predetermined film thickness, effecting coating with the coating material for inorganic substrate, observing the color of the wet film to be obtained by the coating, and judging whether the target dry film thickness has been achieved or not. COPYRIGHT: (C)2001,JPO

10/4/19 (Item 2 from file: 347)

FN- DIALOG(R)File 347:JAPIO|
 CZ- (c) 2003 JPO & JAPIO. All rts. reserv.|
 TI- TELEVISION SIGNAL STORAGE/REPRODUCING DEVICE, AND TELEVISION SIGNAL STORAGE/REPRODUCING SYSTEM
 PN- 2001-111921 -JP 2001111921 A-
 PD- April 20, 2001 (20010420)
 AU- CHOKAI TAKESHI; MATOBA HIROSHI; OCHIAI KATSUHIRO
 PA- NEC CORP
 AN- 11-290911 -JP 99290911-
 AN- 11-290911 -JP 99290911-
 AD- October 13, 1999 (19991013)
 H04N-005/76; H04B-001/16; H04H-001/00; H04N-005/44; H04N-005/765; H04N-007/08; H04N-007/081; H04N-007/173
 AB- PROBLEM TO BE SOLVED: To allow a user to view a commercial message matching his or her preference by effectively utilizing the viewing time of a television program. SOLUTION: A storage device 102 stores a television signal received by a tuner 101. A preference information table 107 stores information denoting preference of a user to commercial message, and a timing contents cross-reference table 105 stores a televising timing and contents of each commercial message. A CM selection means 108 selects a commercial message matching the preference of the user among the commercials message stored by the storage device 102 and a commercial message part in a signal outputted to a viewing device 109 is replaced with the selected commercial when the user views a television program. COPYRIGHT: (C)2001,JPO

10/4/20 (Item 3 from file: 347)

FN- DIALOG(R)File 347:JAPIO|
 CZ- (c) 2003 JPO & JAPIO. All rts. reserv.|
 TI- MERCHANDISE ADVERTISING DEVICE
 PN- 11-015421 -JP 11015421 A-
 PD- January 22, 1999 (19990122)
 AU- SUZUKI HIDEAKI; FURUTSU EIJI; MINETA KUNIIHIKO; NANJIYOU AKI
 PA- FUJITSU GENERAL LTD
 AN- 09-163819 -JP 97163819-
 AN- 09-163819 -JP 97163819-
 AD- June 20, 1997 (19970620)
 G09F-027/00
 AB- PROBLEM TO BE SOLVED: To enable a merchandise adverting device to express plural displayed merchandise and reduce advertising cost by exchanging the displayed merchandise matching with the expression of video/audio, thereby synchronizing a merchandise to be displayed

with its expression. SOLUTION: A VTR tape or a CD-ROM of the expression of the displayed merchandise is reproduced by a reproducing **equipment** 3. An expression **video** of reproduced first merchandise is input displayed from a video output part 3b to a display equipment 5. An expression voice is outputted from an audio output part 3c to be emitted from a speaker 4. After the expression of the first merchandise is ended, a switch signal is outputted from a switch signal output part 3d, and a reproducing control part 9 interrupts the reproducing equipment 3, and a display base control part 10 moves a merchandise placing base 1a to display a second merchandise. When the merchandise placing base 1a arrives at a prescribed position, a sensor detects it, and the display base control part 10 stops control of a display base drive part 6, and the reproducing control part 9 reproduces the reproducing equipment 3 to control so as to start the expression of a second displayed merchandise. COPYRIGHT: (C)1999,JPO

?

?show files;ds

File 350:Derwent WPIX 1963-2003/UD,UM &UP=200322

(c) 2003 Thomson Derwent

File 344:Chinese Patents Abs Aug 1985-2003/Jan

(c) 2003 European Patent Office

File 347:JAPIO Oct 1976-2002/Nov(Updated 030306)

(c) 2003 JPO & JAPIO

File 371:French Patents 1961-2002/BOPI 200209

(c) 2002 INPI. All rts. reserv.

| Set | Items | Description |
|-----|--------|--|
| S1 | 427029 | TARGET? OR CUSTOMI? OR TAILOR? OR MATCH? |
| S2 | 2116 | S1(15N) (ADVERTI?EMENT? OR ADVERTI?ING OR AD OR ADS OR COMM- ERCIALS OR BANNER? ? OR OFFERS OR INDUCEMENT? ? OR INCENTIVE? ? OR (MARKETING OR PROMOTIONAL) ()MESSAGE? ? OR STREAMER? ? OR TRAIL?R? ? OR PREVIEW? ? OR PROMO? ? OR PROMOTION? ?) |
| S3 | 307 | S2(15N) (AUDIENCE? OR BUYER? OR CUSTOMER? OR TICKET? OR SHO- PPER? OR TRAVELL?R? OR MEMBER OR VIEWER? OR SIGHTSEER? OR TOU- RIST?) |
| S4 | 21 | S3(15N) (MOVIE? OR (AUDIO? OR VIDEO?) (2W) (CLIP? OR PRESENTA- TION? OR PROGRAM OR SHOW) OR FILM? ? OR TV OR TELEVISION?) |
| S5 | 73214 | (MOVIE? OR FILM? OR VIDEO?) (3N) (PROJECTOR? OR EQUIPMENT OR MACHINE OR CAMERA?) |
| S6 | 35281 | (MOVIE? OR FILM? OR TV OR TELEVISION? OR SITCOM?) (5N) (SCHE- DULE? OR TIME?) |
| S7 | 13 | S2 AND S5 |
| S8 | 9 | S2 AND S6 |
| S9 | 22 | S7 OR S8 |
| S10 | 20 | S9 NOT S4 |
| ? | | |

Considered all

?t4/4/all

4/4/1 (Item 1 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*

AA- 2003-066834/200306|

XR- <XRPX> N03-051835|

TI- Dynamic client grouping method of digital cable system, involves updating group identifiers stored in client terminals based on group membership file transmitted from system host|

PA- HATALKAR A N (HATA-I)|

AU- <INVENTORS> HATALKAR A N|

NC- 001|

NP- 001|

PN- US 20020124069 A1 20020905 US 2000753086 A 20001228 200306 B|

AN- <LOCAL> US 2000753086 A 20001228|

AN- <PR> US 2000753086 A 20001228|

LA- US 20020124069(10)|

AB- <PN> US 20020124069 A1|

AB- <NV> NOVELTY - A group membership file including information indicative of client memberships in two or more groups, is transmitted from a system host to the client terminals. The group identifier stored in each of the client terminals is updated in response to received group membership file.|

AB- <BASIC> DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

(1) Article of manufacture comprising computer readable medium storing dynamic client grouping program;

(2) System host;

(3) Dynamic client grouping apparatus; and

(4) Dynamic client grouping system.

USE - For dynamic grouping of clients having wireless phone, personal digital assistant (PDA) system, television in digital cable system, **television** satellite dish system, especially for providing premium channel service, video game software service, **advertising** services to departmental stores to **target** their **customers** belonging to certain demographic or geographic groups and electronic catalog services regarding toys to children between age of three and nine years, system management messages including authorization information, billing information, diagnostic and maintenance software modules for servicing client devices.

ADVANTAGE - To reduce the number of unavailable client devices, the host can transmit the general membership file at off-peak times to utilize their processor resources to handle system functions.

DESCRIPTION OF DRAWING(S) - The figure shows a flowchart illustrating the processes for updating group membership.

pp; 10 DwgNo 3/4|

DE- <TITLE TERMS> DYNAMIC; CLIENT; GROUP; METHOD; DIGITAL; CABLE; SYSTEM; UPDATE; GROUP; IDENTIFY; STORAGE; CLIENT; TERMINAL; BASED; GROUP; MEMBER; FILE; TRANSMIT; SYSTEM; HOST|

DC- T01; W01; W02|

IC- <MAIN> G06F-015/173|

MC- <EPI> T01-N01D3; T01-S03; W01-A06B5B; W01-A06E1A; W02-F03A5; W02-F10N3; W02-F10X|

FS- EPI||

4/4/2 (Item 2 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*
 AA- 2003-056207/200305|
 TI- Mobile advertisement lottery system|
 PA- SONG I S (SONG-I)|
 AU- <INVENTORS> SONG I S|
 NC- 001|
 NP- 001|
 PN- KR 2002057886 A 20020712 KR 200228537 A 20020522 200305 B|
 AN- <LOCAL> KR 200228537 A 20020522|
 AN- <PR> KR 200228537 A 20020522|
 LA- KR 2002057886(1)|
 AB- <PN> KR 2002057886 A|
 AB- <NV> NOVELTY - A mobile advertisement lottery system is provided to allow an advertiser to make a target advertisement on a desired target at a low cost by establishing an advertisement lottery fund by numerous advertisers by using a wireless Internet and a database.|
 AB- <BASIC> DETAILED DESCRIPTION - An advertiser accesses a home page of an advertisement lottery management company through Internet(S1). The advertiser inputs conditions on advertisement target people in a form provided in the home page, inputs a date desired for the number of lottery issuance and a date desired for a mobile transmission, and adds an advertisement file to be exposed to the advertisement target people(S2). when the advertiser clicks an order request button, the information on the advertisement such as the conditions of advertisement target people inputted by the advertiser is stored as a database type in a server(S3). The **advertisement** lottery management **film** searches **member** database through a searching program and finds out desired **advertisement target** people as many as the number desired by the advertiser(S4). The **advertisement** lottery management company transmits a lottery containing a prize winning money, a prize-winning confirmation term and constructed to be connected to a wireless Internet site when a connection button is clicked in a character message format to mobile phones of an advertisement-target members(S5). The transmitted information on the mobile advertisement lottery is stored as a database in a server of the advertisement lottery management company(S6).
 pp; 1 DwgNo 1/10|
 DE- <TITLE TERMS> MOBILE; ADVERTISE; LOTS; SYSTEM|
 DC- W01; W02|
 IC- <MAIN> H04Q-007/24|
 MC- <EPI> W01-B05; W01-B05A1B; W02-C03C3|
 FS- EPI|

4/4/3 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX
 (c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*
 AA- 2002-716619/200278|
 XR- <XRPX> N02-565370|
 TI- Data service system for providing music, **movies** and **advertisements** through internet, **matches customer** and advertiser information based on open approval and transmits **matched** advertiser's name and information to **customer** |
 PA- SONY CORP (SONY)|
 NC- 001|
 NP- 001|
 PN- JP 2002251536 A 20020906 JP 200145909 A 20010222 200278 B|
 AN- <LOCAL> JP 200145909 A 20010222|
 AN- <PR> JP 200145909 A 20010222|

LA- JP 2002251536(80)|
 AB- <PN> JP 2002251536 A|
 AB- <NV> NOVELTY - A server matches customer information from a customer database with corresponding content information of an enterprise from the advertiser enterprise database, based on open approval information received from an information acquisition device. The corresponding advertiser's name and information are notified to the acquisition device, which is then displayed to the customer.|
 AB- <BASIC> DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:
 (1) Information introduction method;
 (2) Information introduction device;
 (3) Information introduction program storing medium;
 (4) Information introduction program;
 (5) Introduction information acquisition device;
 (6) Introduction information acquisition method;
 (7) Introduction information acquisition program storing medium;
 and
 (8) Introduction information acquisition program.
 USE - In customer service system through internet, for delivery of content data e.g. music and movie, advertisement of enterprise, etc.
 ADVANTAGE - Enables customer to acquire desired delivery data easily and accurately from advertiser.
 DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the data service system. (Drawing includes non-English language text).
 pp; 80 DwgNo 4/58|
 DE- <TITLE TERMS> DATA; SERVICE; SYSTEM; MUSIC; ADVERTISE; THROUGH; MATCH; CUSTOMER; INFORMATION; BASED; OPEN; APPROVE; TRANSMIT; MATCH; NAME; INFORMATION; CUSTOMER|
 DC- P85; T01|
 IC- <MAIN> G06F-017/60|
 IC- <ADDITIONAL> G06F-017/30; G09F-019/00|
 MC- <EPI> T01-J05A; T01-J05B|
 FS- EPI; EngPI||

4/4/4 (Item 4 from file: 350)

DIALOG(R) File 350:Derwent WPIX
 (c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*
 AA- 2002-697773/200275|
 DX- <RELATED> 2001-549917; 2003-091528|
 XR- <XRPX> N02-550234|
 TI- Advertisement embedding method in TV broadcasting program, involves determining consistent attribute associated with personalized data, by comparing viewer personalized data with advertisement image attribute|
 PA- KHOO D (KHOO-I); RATCLIFF R F (RATC-I)|
 AU- <INVENTORS> KHOO D; RATCLIFF R F|
 NC- 001|
 NP- 001|
 PN- US 20020100042 A1 20020725 US 2000487120 A 20000119 200275 B
 <AN> US 2002112519 A 20020329|
 AN- <LOCAL> US 2000487120 A 20000119; US 2002112519 A 20020329|
 AN- <PR> US 2002112519 A 20020329; US 2000487120 A 20000119|
 FD- US 20020100042 A1 H04N-007/25 CIP of application US 2000487120|
 LA- US 20020100042(23)|
 AB- <PN> US 20020100042 A1|
 AB- <NV> NOVELTY - A personalized data (520) associated with a viewer (540) is retrieved from a client computer and compared with attribute of advertisement images (515) to determine a consistent attribute associated with the personalized data. An advertisement image

associated with the consistent attribute, is retrieved and embedded in a sequence of image frames of a TV broadcasting program.

AB- <BASIC> DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for advertisement embedding system.

USE - For intelligently embedding advertisement in TV broadcasting programs such as shows, sports, news, weather, reports, movie, concert.

ADVANTAGE - The broadcaster and advertisement provider gets higher profits, since the sales of goods/services are promoted by providing advertisement targeted for specific viewers, in the TV programs without any interruption of the viewing of the program.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the advertisement embedding computer system.

Advertisement images (515)

Personalized data (520)

Viewer (540)

pp; 23 DwgNo 5/13|

DE- <TITLE TERMS> ADVERTISE; EMBED; METHOD; TELEVISION; BROADCAST; PROGRAM; DETERMINE; CONSISTENT; ATTRIBUTE; ASSOCIATE; PERSON; DATA; COMPARE; VIEW; PERSON; DATA; ADVERTISE; IMAGE; ATTRIBUTE|

DC- T01; W02; W03|

IC- <MAIN> H04N-007/25|

IC- <ADDITIONAL> G06F-003/00; G06F-013/00; H04N-005/445; H04N-007/10|

MC- <EPI> T01-J10G; T01-N01A2C; T01-N02B1A; W02-F05B5; W03-A10C1; W03-A10J|

FS- EPI||

4/4/5 (Item 5 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*

AA- 2002-617521/200266|

XR- <XRPX> N02-488720|

TI- Advertising method during sporting/entertainment event involves affixing advertisement to person's back in skin surface area extending between shoulders, using removable marking ink|

PA- LEB D E (LEBD-I)|

AU- <INVENTORS> LEB D E|

NC- 001|

NP- 001|

PN- US 20020078609 A1 20020627 US 200271080 A 20020211 200266 B|

AN- <LOCAL> US 200271080 A 20020211|

AN- <PR> US 200271080 A 20020211|

LA- US 20020078609(8)|

AB- <PN> US 20020078609 A1|

AB- <NV> NOVELTY - An advertisement (11) is affixed to a person's back (9) in skin surface area (19) extending between the shoulder's of the person, by removable marking ink. The advertisement is selected from the group consisting of slogan, logo, domain name, trademark or service mark.|

AB- <BASIC> DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for removable display advertisement.

USE - For advertising products or services targeted to a particular audience e.g. advertisement displayed during sporting/entertainment event such as a boxing match which is broadcast to a large audience through television.

ADVANTAGE - Improves advertising effect by selecting the advertisement from group consisting of slogan, logo, domain name or trademark. The advertising system is eye-catching and capable of efficiently reaching a very large number of targeted people repeatedly. Provides greater assurance that the advertisement is actually seen by

the desired audience. Since the broad, planar area of skin extending between the shoulders is utilized for advertising, the advertisement is displaced effectively.

DESCRIPTION OF DRAWING(S) - The figure shows a sporting/advertising event.

Person's back (9)
Advertisement (11)
Skin surface area (19)
pp; 8 DwgNo 3/4|

DE- <TITLE TERMS> ADVERTISE; METHOD; SPORTS; ENTERTAINMENT; EVENT; AFFIX;
ADVERTISE; PERSON; BACK; SKIN; SURFACE; AREA; EXTEND; SHOULDER; REMOVE;
MARK; INK|
DC- P85|
IC- <MAIN> G09F-007/00|
IC- <ADDITIONAL> G09F-021/02|
FS- EngPI||

4/4/6 (Item 6 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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IM- *Image available*

AA- 2002-527502/200256|

DX- <RELATED> 2002-405565; 2002-518124; 2002-518127|

XR- <XRPX> N02-417560|

TI- Digital video work presentation apparatus customized to viewer preferences to deliver video sequences in advertisement modules for purposes other than for interactive entertainment|

PA- MVMAX LLC (MVMA-N)|

AU- <INVENTORS> MASSEY K|

NC- 095|

NP- 002|

PN- WO 200239715 A2 20020516 WO 2001US45801 A 20011029 200256 B|

PN- AU 200232463 A 20020521 AU 200232463 A 20011029 200260|

AN- <LOCAL> WO 2001US45801 A 20011029; AU 200232463 A 20011029|

AN- <PR> US 2000244242 P 20001030|

FD- WO 200239715 A2 H04N-000/00

<DS> (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR
CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG
KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU
SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

<DS> (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS
LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

FD- AU 200232463 A H04N-000/00 Based on patent WO 200239715|

LA- WO 200239715(E<PG> 13)|

DS- <NATIONAL> AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ
DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR
KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE
SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW|

DS- <REGIONAL> AT; BE; CH; CY; DE; DK; EA; ES; FI; FR; GB; GH; GM; GR; IE;
IT; KE; LS; LU; MC; MW; MZ; NL; OA; PT; SD; SE; SL; SZ; TR; TZ; UG; ZW|

AB- <PN> WO 200239715 A2|

AB- <NV> NOVELTY - A car dealer web site contains digital video work for advertising products and services and as viewable scenes to be delivered in messages to an Internet viewer. Selection of one of the automobile models, leads the visitor to modules of digital video scenes prepared for that model. The visitor can also be prompted to enter identifying and demographic personal information and which model should be shown.|

AB- <BASIC> DETAILED DESCRIPTION - AN INDEPENDENT CLAIM is included for a method of presenting a digital video work.

USE - Presenting digital video work customized to viewer preferences.

ADVANTAGE - Customizing content to appear as continuous work.

DESCRIPTION OF DRAWING(S) - The drawing shows the structure of the video work.

pp; 13 DwgNo 1/4|

DE- <TITLE TERMS> DIGITAL; VIDEO; WORK; PRESENT; APPARATUS; CUSTOMISATION; VIEW; DELIVER; VIDEO; SEQUENCE; ADVERTISE; MODULE; PURPOSE; INTERACT; ENTERTAINMENT|

DC- T01|

IC- <MAIN> H04N-000/00|

MC- <EPI> T01-N01A2C; T01-N01D1B|

FS- EPI||

4/4/7 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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IM- *Image available*

AA- 2002-507527/200254|

DX- <RELATED> 2001-441131|

XR- <XRPX> N02-401646|

TI- User interactive **television** program **viewer** profiling method for **targeted advertisement** distribution, involves correlating content associated profile information with requested program|

PA- HOSEA D F (HOSE-I); ODDO A S (ODDO-I); RASCON A P (RASC-I); THURSTON N (THUR-I); ZIMMERMAN R S (ZIMM-I); PREDICTIVE NETWORKS INC (PRED-N)|

AU- <INVENTORS> HOSEA D F; ODDO A S; RASCON A P; THURSTON N; ZIMMERMAN R S|

NC- 096|

NP- 002|

PN- US 20020059094 A1 20020516 US 2000558755 A 20000421 200254 B
<AN> US 2001877974 A 20010607|

PN- WO 2002102030 A2 20021219 WO 2002US17863 A 20020607 200301|

AN- <LOCAL> US 2000558755 A 20000421; US 2001877974 A 20010607; WO 2002US17863 A 20020607|

AN- <PR> US 2001877974 A 20010607; US 2000558755 A 20000421|

FD- US 20020059094 A1 G06F-017/60 CIP of application US 2000558755

FD- WO 2002102030 A2 H04M-000/00

<DS> (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

<DS> (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW|

LA- US 20020059094(23); WO 2002102030(E)|

DS- <NATIONAL> AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW|

DS- <REGIONAL> AT; BE; CH; CY; DE; DK; EA; ES; FI; FR; GB; GH; GM; GR; IE; IT; KE; LS; LU; MC; MW; MZ; NL; OA; PT; SD; SE; SL; SZ; TR; TZ; UG; ZM; ZW|

AB- <PN> US 20020059094 A1|

AB- <NV> NOVELTY - Content associated profile information such as demographic and psychographic information from a rating service, is correlated with a program requested by every viewer. The viewer profile is developed based on the correlation.|

AB- <BASIC> DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

(1) Set top box for profiling iTV viewer;

(2) Computer readable medium storing profile instructions;

- (3) iTV viewer targeted advertising method;
- (4) Computer for profiling iTV viewer;
- (5) Targeted advertisement delivering system; and
- (6) Program module in set top box.

USE - For identifying **viewer** 's field of interest for **targeted advertisement** distribution over **television** , Internet, wireless networks.

ADVANTAGE - The viewer profile can be anonymously determined by using both demographic and psychographic information related to the viewer. Targeted advertisement can be provided to the viewers, and sites related to shopping, sports that are of interest to the viewer can be recommended based on the determined profile.

DESCRIPTION OF DRAWING(S) - The figure shows a block diagram of iTV or ISP server.

pp; 23 DwgNo 4/10|

DE- <TITLE TERMS> USER; INTERACT; TELEVISION; PROGRAM; VIEW; PROFILE;
METHOD; ADVERTISE; DISTRIBUTE; CORRELATE; CONTENT; ASSOCIATE; PROFILE;
INFORMATION; REQUEST; PROGRAM|

DC- T01; W02; W03; W05|

IC- <MAIN> G06F-017/60; H04M-000/00|

MC- <EPI> T01-N01A2C; T01-N02A3A; T01-S03; W02-F04B; W02-F10E1; W03-A16C5;
W05-E03C; W05-E03E|

FS- EPI||

4/4/8 (Item 8 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*

AA- 2002-313518/200235|

TI- System and method for providing motion picture movie advertisement
through Internet|

PA- MIN K C (MINK-I)|

AU- <INVENTORS> MIN K C|

NC- 001|

NP- 001|

PN- KR 2001047094 A 20010615 KR 9951142 A 19991117 200235 B|

AN- <LOCAL> KR 9951142 A 19991117|

AN- <PR> KR 9951142 A 19991117|

LA- KR 2001047094(1)|

AB- <PN> KR 2001047094 A|

AB- <NV> NOVELTY - A system and a method for providing a motion picture
movie advertisement through the Internet is provided to insert a
customized advertisement by analyzing the **customer** 's taste or a
class of main **customers** . |

AB- <BASIC> DETAILED DESCRIPTION - A user management database(60) stores
information on a subscriber. A motion picture database(50) selects a
customer according to a kind of an advertisement, and selects a
customer according to a kind of a movie. In case that the subscriber
connects to a computer(10) equipped with a web browser, a web
server(40) searches the user management database(60). In case that the
subscriber selects a movie, the web server(40) searches a file on the
movie in the motion picture database(50) and transmits the file to the
subscriber.

pp; 1 DwgNo 1/10|

DE- <TITLE TERMS> SYSTEM; METHOD; MOTION; PICTURE; MOVIE; ADVERTISE;
THROUGH|

DC- T01|

IC- <MAIN> G06F-017/60|

MC- <EPI> T01-J05B4F; T01-N01A2C; T01-N01D1B|

FS- EPI||

4/4/9 (Item 9 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*

AA- 2002-268277/200231|

XR- <XRPX> N02-208741|

TI- Targeted advertising system for television system uses
set-top-boxes to gather viewer profiles without compromising viewer
's privacy|

PA- GEMSTAR DEV LTD (GEMS-N)|

AU- <INVENTORS> DRAZIN J|

NC- 095|

NP- 002|

PN- WO 200189213 A1 20011122 WO 2001GB2225 A 20010521 200231 B|

PN- AU 200158566 A 20011126 AU 200158566 A 20010521 200231|

AN- <LOCAL> WO 2001GB2225 A 20010521; AU 200158566 A 20010521|

AN- <PR> GB 200012211 A 20000519|

FD- WO 200189213 A1 H04N-007/16

<DS> (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR
CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD
SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

<DS> (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS
LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

FD- AU 200158566 A H04N-007/16 Based on patent WO 200189213|

LA- WO 200189213(E<PG> 54)|

DS- <NATIONAL> AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW|

DS- <REGIONAL> AT; BE; CH; CY; DE; DK; EA; ES; FI; FR; GB; GH; GM; GR; IE;
IT; KE; LS; LU; MC; MW; MZ; NL; OA; PT; SD; SE; SL; SZ; TR; TZ; UG; ZW|

AB- <PN> WO 200189213 A1|

AB- <NV> NOVELTY - The set top box (STB) (22) reads several viewer
characteristics relating to an image that is currently being viewed.
These viewer characteristics are typically provided by the television
broadcaster or another remote data center (24). The viewer
characteristics are used by the STB (22) to construct a
multi-dimensional viewer profile.|

AB- <BASIC> DETAILED DESCRIPTION - Each time the viewer views a television
program; the information in the viewer profile is updated. Adverts are
targeted at specific viewers based on their viewer profile. This is
compared with a multi-dimensional target viewer profile associated with
an advert. In the event that there is a sufficient match; the advert is
displayed on the viewer's television screen.

USE - For targeting adverts at television viewers using a set top
box.

ADVANTAGE - Enables more accurate advertising targeting without
compromising a viewer's right to privacy.

DESCRIPTION OF DRAWING(S) - The drawing shows a schematic diagram
of the system.

Set top box (22)

Remote data center (24)

pp; 54 DwgNo 13/13|

DE- <TITLE TERMS> ADVERTISE; SYSTEM; TELEVISION; SYSTEM; SET; TOP; BOX;
GATHER; VIEW; PROFILE; VIEW; PRIVATE|

DC- T01; W02; W03|

IC- <MAIN> H04N-007/16|

MC- <EPI> T01-N02A3A; W02-F05A; W03-A16C3|

FS- EPI||

4/4/10 (Item 10 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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IM- *Image available*

AA- 2002-254672/200230|

DX- <RELATED> 2001-090887; 2002-269612; 2002-479604|

XR- <XRPX> N02-196748|

TI- Advertising effectiveness enhancing method for television advertising involves displaying IPG ad at least once on IPG when IPG is invoked immediately prior to or subsequent to display programming ad|

PA- EXPANSE NETWORKS INC (EXPA-N); FLICKINGER G (FLIC-I)|

AU- <INVENTORS> FLICKINGER G|

NC- 002|

NP- 002|

PN- US 20010032333 A1 20011018 US 2000183411 A 20000218 200230 B

<AN> US 2000196375 A 20000412

<AN> US 2000229156 A 20000831

<AN> US 2000238056 A 20001005

<AN> US 2000749255 A 20001227|

PN- AU 200213094 A 20020415 AU 200213094 A 20011005 200254|

AN- <LOCAL> US 2000183411 A 20000218; US 2000196375 A 20000412; US 2000229156 A 20000831; US 2000238056 A 20001005; US 2000749255 A 20001227; AU 200213094 A 20011005|

AN- <PR> US 2000749255 A 20001227; US 2000183411 P 20000218; US 2000196375 P 20000412; US 2000229156 P 20000831; US 2000238056 P 20001005; US 2000238059 P 20001005; US 2000680622 A 20001006; US 2000742507 A 20001221|

FD- US 20010032333 A1 G06F-003/00 Provisional application US 2000183411
Provisional application US 2000196375
Provisional application US 2000229156
Provisional application US 2000238056

FD- AU 200213094 A H04N-005/445 Based on patent WO 200230112|

LA- US 20010032333(14)|

AB- <PN> US 20010032333 A1|

AB- <NV> NOVELTY - The method involves linking at least one interactive program guides (IPG) ad to at least one programming ad to form a IPG-programming ad combination. The IPG is displayed at least once on an IPG when the IPG is invoked immediately prior to or subsequent to the display of the programming ad.|

AB- <BASIC> DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(a) a programming ads and IPG ads scheduling, delivering and presentation management method;

(b) and an advertisement management system.

USE - Applicable in increasing effectiveness of TV advertising by linking display of IPG ads with display of programming ads.

ADVANTAGE - Provides highly effective **advertising** campaigns since highly **targeted ads** can be delivered to **viewers** both in **TV** programming and IPG. Enhances effectiveness of **advertising** campaigns by providing subscriber or **viewer** with greater exposure to an advertised product while avoiding saturation by annoying repetitions of programming ads.

DESCRIPTION OF DRAWING(S) - The figure shows the variety of network architectures on which both target programming ads and target IPG ads can be delivered to viewers.

pp; 14 DwgNo 1/5|

DE- <TITLE TERMS> ADVERTISE; EFFECT; ENHANCE; METHOD; TELEVISION; ADVERTISE; DISPLAY; INVOKE; IMMEDIATE; PRIOR; SUBSEQUENT; DISPLAY; PROGRAM|

DC- T01; W02; W03; W05|
 IC- <MAIN> G06F-003/00; H04N-005/445|
 IC- <ADDITIONAL> G06F-013/00|
 MC- <EPI> T01-C03C1; T01-J05A2; W02-C; W03-A|
 FS- EPI||

4/4/11 (Item 11 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*
 AA- 2002-226243/200228|
 XR- <XRPX> N02-173593|
 TI- System for transmitting and displaying **targeted advertising** in TV distribution system using results of **viewer** -completed demographic survey|
 PA- WORLDGATE SERVICE INC (WORL-N); KUNKEL G K (KUNK-I); PERHAM D A (PERH-I); PIETTE S A (PIET-I)|
 AU- <INVENTORS> KUNKEL G K; PERHAM D A; PIETTE S A|
 NC- 095|
 NP- 004|
 PN- WO 200158132 A2 20010809 WO 2001US3201 A 20010201 200228 B|
 PN- AU 200134699 A 20010814 AU 200134699 A 20010201 200228
 PN- US 20020056093 A1 20020509 US 2000179736 A 20000202 200235
 <AN> US 2000191474 A 20000323
 <AN> US 2001773263 A 20010201
 PN- EP 1262057 A2 20021204 EP 2001906838 A 20010201 200280
 <AN> WO 2001US3201 A 20010201|
 AN- <LOCAL> WO 2001US3201 A 20010201; AU 200134699 A 20010201; US 2000179736 A 20000202; US 2000191474 A 20000323; US 2001773263 A 20010201; EP 2001906838 A 20010201; WO 2001US3201 A 20010201|
 AN- <PR> US 2000191474 P 20000323; US 2000179736 P 20000202; US 2001773263 A 20010201|
 FD- WO 200158132 A2 H04N-000/00
 <DS> (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
 <DS> (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW
 FD- AU 200134699 A H04N-000/00 Based on patent WO 200158132
 FD- US 20020056093 A1 H04N-007/25 Provisional application US 2000179736
 Provisional application US 2000191474
 FD- EP 1262057 A2 H04N-001/00 Based on patent WO 200158132
 <DS> (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI TR|
 LA- WO 200158132(E<PG> 20); EP 1262057(E)|
 DS- <NATIONAL> AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW|
 DS- <REGIONAL> AL; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LT; LU; LV; MC; MK; NL; PT; RO; SE; SI; TR; EA; GH; GM; KE; LS; MW; MZ; OA; SD; SL; SZ; UG; TZ; ZW|
 AB- <PN> WO 200158132 A2|
 AB- <NV> NOVELTY - A cable TV system (10) includes a cable head-end (12) and a cable TV distribution network (14) for interfacing the head-end and plural set top converter boxes (16) via transmission bi-directional links (17). The head-end, receiving video programming and other information to be broadcast, includes a database (20) of subscriber information and a demographic encoder (22) inserts a demographic code

into the video stream according to the stored demographic data of a viewer.|

AB- <BASIC> DETAILED DESCRIPTION - AN INDEPENDENT CLAIM is included for a method of transmitting information in a broadcast distribution system.
USE - Targeting advertising according to household demographic marketing data.

ADVANTAGE - Increased effectiveness of TV advertising.

DESCRIPTION OF DRAWING(S) - The drawing is a block diagram of the system

Head-end (12)
Distribution network (14)
Set top box (16)
Database (20)
Demographic encoder (22)
pp; 20 DwgNo 1/2|

DE- <TITLE TERMS> SYSTEM; TRANSMIT; DISPLAY; ADVERTISE; TELEVISION;
DISTRIBUTE; SYSTEM; RESULT; VIEW; COMPLETE; SURVEYING|

DC- W02; W05|

IC- <MAIN> H04N-000/00; H04N-001/00; H04N-007/25|

MC- <EPI> W02-F03A5; W02-F04B; W02-F07M; W02-F10; W05-E03C|

FS- EPI||

4/4/12 (Item 12 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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IM- *Image available*

AA- 2002-199532/200226|

XR- <XRPX> N02-151660|

TI- **Audience** rating data analysis system for **TV** broadcast
advertisements, **matches** the obtained **audience** rating data with
objective rating assigned for remnant broadcast stations|

PA- DENTSU KK (DENT-N)|

NC- 001|

NP- 001|

PN- JP 2001352308 A 20011221 JP 2000173185 A 20000609 200226 B|

AN- <LOCAL> JP 2000173185 A 20000609|

AN- <PR> JP 2000173185 A 20000609|

LA- JP 2001352308(14)|

AB- <PN> JP 2001352308 A|

AB- <NV> NOVELTY - An acquisition unit acquires the broadcast advertising
audience rating data before and during broadcast time, by referring the
composite audience rating and advertisement time data. An analyzer
matches the obtained data with the objective rating of the other
broadcast stations.|

AB- <BASIC> DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included
for audience rating data analysis method.

USE - For analyzing audience rating data related to commercial
advertisement in TV broadcast.

ADVANTAGE - Performs efficient audience rating analysis, depending
on varying broadcast conditions.

DESCRIPTION OF DRAWING(S) - The figure shows a flowchart
representing audience rating data analysis process. (Drawing includes
non-English language text).

pp; 14 DwgNo 1/8|

DE- <TITLE TERMS> AUDIENCE; RATING; DATA; ANALYSE; SYSTEM; TELEVISION;
BROADCAST; ADVERTISE; MATCH; OBTAIN; AUDIENCE; RATING; DATA; OBJECTIVE;
RATING; ASSIGN; REMNANT; BROADCAST; STATION|

DC- W02|

IC- <MAIN> H04H-009/00|

IC- <ADDITIONAL> H04N-017/00|

MC- <EPI> W02-D; W02-F04B|
 FS- EPI||

4/4/13 (Item 13 from file: 350)
 DIALOG(R)File 350:Derwent WPIX
 (c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*
 AA- 2002-171203/200222|
 XR- <XRPX> N02-130244|
 TI- System for providing **targeted advertisements** over interactive TV networks by analyzing tracked and stored **viewer** selections and delivering **advertisements** adapted to this **viewer** |
 PA- BELLSOUTH INTELLECTUAL PROPERTY CORP (BELL-N)|
 AU- <INVENTORS> BATTEN J C; STEFANIK J R; SWIX S R|
 NC- 022|
 NP- 002|
 PN- WO 200147156 A2 20010628 WO 2000US34421 A 20001220 200222 B|
 PN- EP 1240738 A2 20020918 EP 2000986555 A 20001220 200269
 <AN> WO 2000US34421 A 20001220|
 AN- <LOCAL> WO 2000US34421 A 20001220; EP 2000986555 A 20001220; WO 2000US34421 A 20001220|
 AN- <PR> US 99467889 A 19991221|
 FD- WO 200147156 A2 H04H-009/00
 <DS> (National): CA MX
 <DS> (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
 FD- EP 1240738 A2 H04H-009/00 Based on patent WO 200147156
 <DS> (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE TR|
 LA- WO 200147156(E<PG> 30); EP 1240738(E)|
 DS- <NATIONAL> CA MX|
 DS- <REGIONAL> AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU; MC; NL; PT; SE; TR|
 AB- <PN> WO 200147156 A2|
 AB- <NV> NOVELTY - Each set top box (108) provides a control interface for a subscriber to make viewing selections using e.g. a remote control unit and exchanges messages with a merge processor (100) over a distributed network (106), such as event data which is organized and stored in the processor. A file server (102) stores display data to be delivered to the set top box and delivers it in response to subscriber viewing commands and instructions, while a profile processor (104) performs subscriber analysis and advertisement selection functions according to the constructed customer profile.|
 AB- <BASIC> DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for a method for providing targeted advertisements.
 USE - Providing targeted advertisements to specific consumers.
 ADVANTAGE - Delivering different advertisements to different viewers watching the same channel.
 DESCRIPTION OF DRAWING(S) - The drawing is a schematic diagram of the system
 Set top box (108)
 Distributed network (106)
 Merge processor (100)
 File server (102)
 Profile processor (104)
 pp; 30 DwgNo 1/5|
 DE- <TITLE TERMS> SYSTEM; ADVERTISE; INTERACT; TELEVISION; NETWORK; TRACK; STORAGE; VIEW; SELECT; DELIVER; ADVERTISE; ADAPT; VIEW|
 DC- T01; W02; W05|
 IC- <MAIN> H04H-009/00|

IC- <ADDITIONAL> H04H-007/00; H04N-007/173|
MC- <EPI> T01-N01A2C; T01-N02B2A; W02-F04B; W02-F10N7; W05-E03C|
FS- EPI||

4/4/14 (Item 14 from file: 350)

DIALOG(R) File 350:Derwent WPIX
(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*
AA- 2002-105759/200214|
XR- <XRPX> N02-078690|
TI- Internet advertising subscription system for Internet radio station,
enables Ad User to receive multimedia contents sponsored by advertisers
and advertisement messages separately when accessing website|
PA- MARKS J (MARK-I); MARKS M B (MARK-I)|
AU- <INVENTORS> MARKS J; MARKS M B|
NC- 001|
NP- 001|
PN- US 20010054059 A1 20011220 US 2000209963 P 20000608 200214 B
<AN> US 2001752762 A 20010103|
AN- <LOCAL> US 2000209963 P 20000608; US 2001752762 A 20010103|
AN- <PR> US 2000209963 P 20000608; US 2001752762 A 20010103|
FD- US 20010054059 A1 G06F-015/16 Provisional application US 2000209963|
LA- US 20010054059(7)|
AB- <PN> US 20010054059 A1|
AB- <NV> NOVELTY - A network operator (70) registers an user (10) who has
opted to be an Ad User to receive advertisements through e-mail. The
advertisers (60) sponsor the multimedia contents received by the Ad
User and send an e-mail including advertisement message as subject
title. The Ad User accessing the website receives the contents and the
messages separately.|
AB- <BASIC> USE - For Internet radio station for providing multimedia
contents such as audio infotainment, newspaper, magazine, **movie**
rental, theatre/concert **tickets**, sports events, subscription **TV**
/radio services, etc., to an **Ad** User who has opted to accept
targeted e-mail **advertising** by payment of subscription fee, and also
used for subscription to video programming or electronic books.
ADVANTAGE - Since the Ad User receives the contents and
advertisement messages separately, the user is not disturbed. The
user's relationship with content provider, is improved by the sponsored
e-mail advertising.
DESCRIPTION OF DRAWING(S) - The figure shows a content payment
system.
User (10)
Advertisers (60)
Network operator (70)
pp; 7 DwgNo 1/2|
DE- <TITLE TERMS> ADVERTISE; SUBSCRIBER; SYSTEM; RADIO; STATION; ENABLE;
USER; RECEIVE; CONTENT; ADVERTISE; MESSAGE; SEPARATE; ACCESS|
DC- T01|
IC- <MAIN> G06F-015/16|
MC- <EPI> T01-N01A2C; T01-N01D1|
FS- EPI||

4/4/15 (Item 15 from file: 350)

DIALOG(R) File 350:Derwent WPIX
(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*
AA- 2001-662759/200176|

XR- <XRPX> N01-493814|
 TI- **Television** program broadcasting method, for **targeting advertisements**, storing demographic **viewer** information in local hard disc for selecting suitable commercial message to **match viewer** profile|
 PA- DENTSU INC (DENT-N); AKIYAMA R (AKIY-I); MAEDA H (MAED-I)|
 AU- <INVENTORS> AKIYAMA R; MAEDA H|
 NC- 095|
 NP- 005|
 PN- WO 200128236 A1 20010419 WO 2000JP7003 A 20001006 200176 B|
 PN- AU 200075588 A 20010423 AU 200075588 A 20001006 200176
 PN- EP 1227674 A1 20020731 EP 2000964735 A 20001006 200257
 <AN> WO 2000JP7003 A 20001006
 PN- US 20020157093 A1 20021024 WO 2000JP7003 A 20001006 200273
 <AN> US 2002120212 A 20020411
 PN- KR 2002056900 A 20020710 KR 2002704591 A 20020410 200304|
 AN- <LOCAL> WO 2000JP7003 A 20001006; AU 200075588 A 20001006; EP 2000964735 A 20001006; WO 2000JP7003 A 20001006; WO 2000JP7003 A 20001006; US 2002120212 A 20020411; KR 2002704591 A 20020410|
 AN- <PR> JP 99290880 A 19991013|
 FD- WO 200128236 A1 H04N-005/445
 <DS> (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
 <DS> (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW
 FD- AU 200075588 A H04N-005/445 Based on patent WO 200128236
 FD- EP 1227674 A1 H04N-005/445 Based on patent WO 200128236
 <DS> (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI
 FD- US 20020157093 A1 H04N-007/25 Cont of application WO 2000JP7003|
 LA- WO 200128236(J<PG> 46); EP 1227674(E)|
 DS- <NATIONAL> AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW|
 DS- <REGIONAL> AT; BE; CH; CY; DE; DK; EA; ES; FI; FR; GB; GH; GM; GR; IE; IT; KE; LS; LU; MC; MW; MZ; NL; OA; PT; SD; SE; SL; SZ; TZ; UG; ZW; AL; LI; LT; LV; MK; RO; SI|
 AB- <PN> WO 200128236 A1|
 AB- <NV> NOVELTY - A program is made up from actual program material previously stored in a hard and disc and commercial messages (CMs) transmitted from various companies, which are selected according to the known audience profile.|
 AB- <BASIC> DETAILED DESCRIPTION - A commercial suitable for the audience is presented in the form of a sharp image. Television programs are stored in a hard disk (11) in advance. CMs suitable for the audience are selected from among a number of types of commercials transmitted from companies according to information about the audience which they themselves have registered in advance and stored in the hard disk memory. Stored television commercials to be broadcast during a television program are inserted to produce a composite television program. Each viewer selects a program according to their taste by operating a remote controller (13) or the like and thus views a CM appropriate to them along with the program.
 USE - As a television program broadcasting method with commercial messages selected to suit the viewer.
 ADVANTAGE - Allows more effective advertising through audience targeting.
 DESCRIPTION OF DRAWING(S) - The figure is a schematic diagram illustrating the overall operation of the system.

Hard disk (11)
 Remote controller (13)
 pp; 46 DwgNo 1/17|
 DE- <TITLE TERMS> TELEVISION; PROGRAM; BROADCAST; METHOD; ADVERTISE;
 STORAGE; VIEW; INFORMATION; LOCAL; HARD; DISC; SELECT; SUIT; COMMERCIAL
 ; MESSAGE; MATCH; VIEW; PROFILE|
 DC- T01; W03; W05|
 IC- <MAIN> H04N-005/44; H04N-005/445; H04N-007/25|
 IC- <ADDITIONAL> H04N-007/10; H04N-007/16; H04N-007/173|
 MC- <EPI> T01-J05A; W03-A16C; W03-A18A9; W03-A20; W05-E03|
 FS- EPI||

4/4/16 (Item 16 from file: 350)
 DIALOG(R)File 350:Derwent WPIX
 (c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*
 AA- 2001-608107/200170|
 XR- <XRPX> N01-454039|
 TI- Real-time interactive e-commerce transaction for interactive television
 system, involves decoding interactive icon data simultaneously with
 compressed encoding of program for real time insertion of icon data
 with program|
 PA- INT BUSINESS MACHINES CORP (IBMC); IBM CORP (IBMC)|
 AU- <INVENTORS> ZETTS J M|
 NC- 029|
 NP- 004|
 PN- EP 1117257 A2 20010718 EP 2001300220 A 20010111 200170 B|
 PN- JP 2001245273 A 20010907 JP 20012343 A 20010110 200170
 PN- AU 200071968 A 20010712 AU 200071968 A 20001201 200170
 PN- CA 2326197 A1 20010711 CA 2326197 A 20001117 200170|
 AN- <LOCAL> EP 2001300220 A 20010111; JP 20012343 A 20010110; AU 200071968
 A 20001201; CA 2326197 A 20001117|
 AN- <PR> US 2000481051 A 20000111|
 FD- EP 1117257 A2 H04N-007/173
 <DS> (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV
 MC MK NL PT RO SE SI TR|
 LA- EP 1117257(E<PG> 10); JP 2001245273(9); CA 2326197(E)|
 DS- <REGIONAL> AL; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
 LT; LU; LV; MC; MK; NL; PT; RO; SE; SI; TR|
 AB- <PN> EP 1117257 A2|
 AB- <NV> NOVELTY - An interactive web page linked icon data for a program
 is formed. Broadcasting time for the program is detected. The
 interactive icon data is then decoded substantially and simultaneously
 with compressed encoding of the advertisement for real-time insertion
 of the interactive icon data with the program.|
 AB- <BASIC> DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included
 for interactive e-commerce transactions enabling system over television
 systems.

USE - For real-time interactive television (ITV) applications such
 as viewer polling, home shopping, distance learning.

ADVANTAGE - Flexible insertion of multimedia data into the
 advertisements of broadcast **television** program, allows real-time
 interaction to current conditions of **advertisement** broadcast. **Offers**
 a flexibility to **target viewers** on a regional or demographic basis
 by **customizing** the multimedia data for selected headends. The
 multimedia data residing in an XML file can be rapidly down loaded to
 the affiliate headends over low speed dial lines. This ease of
 distribution allows advertisers to make changes in multimedia content
 much closer to air-time.

DESCRIPTION OF DRAWING(S) - The figure shows the illustration of an

e-commerce real-time data embedding system.

pp; 10 DwgNo 3/4|

DE- <TITLE TERMS> REAL; TIME; INTERACT; TRANSACTION; INTERACT; TELEVISION;
SYSTEM; DECODE; INTERACT; DATA; SIMULTANEOUS; COMPRESS; ENCODE; PROGRAM
; REAL; TIME; INSERT; DATA; PROGRAM|
DC- T01; T05; W02|
IC- <MAIN> H04N-007/00; H04N-007/14; H04N-007/173|
IC- <ADDITIONAL> G06F-013/00; G06F-017/60; H04L-012/16; H04N-007/16|
MC- <EPI> T01-D02; T01-J05A1; T01-J10G; T01-J12D; T05-L02; W02-F05A;
W02-F10|
FS- EPI||

4/4/17 (Item 17 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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IM- *Image available*
AA- 2000-559629/200052|
XR- <XRPX> N00-414196|
TI- Digital transmission of compressed TV signals involves alternating
information and advertising data packets; advertising data packets are
selected according to target group key|
PA- ALCATEL (COGE); ALCATEL SA (COGE)|
AU- <INVENTORS> SCHMIDT T|
NC- 026|
NP- 003|
PN- EP 1028591 A2 20000816 EP 2000440027 A 20000131 200052 B|
PN- DE 19905843 A1 20000817 DE 1005843 A 19990212 200052
PN- CA 2298357 A1 20000812 CA 2298357 A 20000211 200052|
AN- <LOCAL> EP 2000440027 A 20000131; DE 1005843 A 19990212; CA 2298357 A
20000211|
AN- <PR> DE 1005843 A 19990212|
FD- EP 1028591 A2 H04N-007/173
<DS> (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV
MC MK NL PT RO SE SI|
LA- EP 1028591(G<PG> 6); CA 2298357(E)|
DS- <REGIONAL> AL; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
LT; LU; LV; MC; MK; NL; PT; RO; SE; SI|
AB- <PN> EP 1028591 A2|
AB- <NV> NOVELTY - The method involves alternating information data packets
(3) and **advertising** data packets (4). Certain **advertising** data
packets are selected according to a **target** group key dependent on the
viewer and displayed on the **TV** set (2). The **TV** signals are
compressed using a compression technique that uses the packet
identifier.|
AB- <BASIC> DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included
for a decoder for decompressing signals and for a memory card for a
decoder.
USE - For digital transmission of compressed TV signals to a
viewer's TV set.
ADVANTAGE - Developed to enable the displayed contents of an
advertising data packet to be matched to the consumption requirements
of the viewer.
DESCRIPTION OF DRAWING(S) - The drawing shows a schematic
representation of a transmission process
information data packets (3)
advertising data packets (4)
TV set (2)

pp; 6 DwgNo 1/1|

DE- <TITLE TERMS> DIGITAL; TRANSMISSION; COMPRESS; TELEVISION; SIGNAL;

ALTERNATE; INFORMATION; ADVERTISE; DATA; PACKET; ADVERTISE; DATA;
 PACKET; SELECT; ACCORD; TARGET; GROUP; KEY|
 DC- W02; W03; W05|
 IC- <MAIN> H04N-007/08; H04N-007/173; H04N-007/58|
 IC- <ADDITIONAL> H04N-007/16; H04N-007/26|
 MC- <EPI> W02-F07; W02-F07E1; W02-K03; W03-A02; W03-A11X; W03-A16; W05-E03|
 FS- EPI||

4/4/18 (Item 18 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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IM- *Image available*
 AA- 1996-187905/199619|
 DX- <RELATED> 1993-134804; 1995-147055; 1996-115892; 1996-454727|
 XR- <XRPX> N96-157201|
 TI- Viewer monitoring and coupon generating method for use with interactive
 TV - involving electronic device coupled to host computer via
 communications network for monitoring viewer activity and generating
 coupon which can be printed out|
 PA- VISCORP (VISC-N)|
 AU- <INVENTORS> REMILLARD R|
 NC- 001|
 NP- 001|
 PN- US 5504519 A 19960402 US 91770520 A 19911003 199619 B
 <AN> US 92952434 A 19920928
 <AN> US 92952435 A 19920928
 <AN> US 9387370 A 19930702|
 AN- <LOCAL> US 91770520 A 19911003; US 92952434 A 19920928; US 92952435 A
 19920928; US 9387370 A 19930702|
 AN- <PR> US 9387370 A 19930702; US 91770520 A 19911003; US 92952434 A
 19920928; US 92952435 A 19920928|
 FD- US 5504519 A H04N-007/00 CIP of application US 91770520
 CIP of application US 92952434
 CIP of application US 92952435|
 LA- US 5504519(11)|
 AB- <BASIC> US 5504519 A

The viewer monitoring and coupon generating method can be applied
 to an interactive television system with a host computer, a facility
 for selecting menu items from the viewers home, e.g. using a remote
 keypad and controller, and an additional electronic device provided at
 the user end. The host computer generates viewer selection data based
 on viewer activity detected by the electronic device. Based on this
 data, a coupon is generated and transmitted to the electronic device
 which sends data to a printer for printing out the coupon in the
 viewer's home.

Pref. the viewer selection data includes a profile of programmes
 which have been displayed on the viewer's television. In addition, a
 credit card swipe facility connected to the electronic device or
 alpha-numeric entry through the remote keypad can allow purchases to be
 made by the viewer.

ADVANTAGE - Allows surveys of viewing habits of **television**
 audience without requiring specialised hardware. Increased accuracy due
 to **viewer** being unaware of survey. Identification of specific
viewers permits use of cost-effective, **targetted advertising**,
 without requiring **viewers** to request information or respond in any
 way. Coupon generation enables merchandisers to affect purchasing
 decisions of home purchasers.

Dwg.2/5|

DE- <TITLE TERMS> VIEW; MONITOR; COUPON; GENERATE; METHOD; INTERACT;
 TELEVISION; ELECTRONIC; DEVICE; COUPLE; HOST; COMPUTER; COMMUNICATE;

NETWORK; MONITOR; VIEW; ACTIVE; GENERATE; COUPON; CAN; PRINT|
 DE- <ADDITIONAL WORDS> TELEVISION; VIDEO; VOD; DEMAND|
 DC- W02; W03; W04|
 IC- <MAIN> H04N-007/00|
 IC- <ADDITIONAL> H04N-007/12|
 MC- <EPI> W02-F05A3C; W03-A16C; W03-A20; W04-D10|
 FS- EPI||

4/4/19 (Item 19 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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IM- *Image available*
 AA- 1993-118894/199315|
 XR- <XRPX> N93-090687|
 TI- Television signal transmitting and receiving apparatus - includes
 headend device compressing multiple TV signals, with compressed TV
 signals combined into one signal for transmission|
 PA- GEN INSTR CORP DELAWARE (GENN); GEN INSTR CORP (GENN); GI CORP
 (GENN)|
 AU- <INVENTORS> WACHOB D E|
 NC- 015|
 NP- 005|
 PN- EP 536628 A1 19930414 EP 92116690 A 19920930 199315 B|
 PN- US 5231494 A 19930727 US 91772927 A 19911008 199331
 PN- EP 536628 B1 19971112 EP 92116690 A 19920930 199750
 PN- DE 69223114 E 19971218 DE 623114 A 19920930 199805
 <AN> EP 92116690 A 19920930
 PN- ES 2111026 T3 19980301 EP 92116690 A 19920930 199815|
 AN- <LOCAL> EP 92116690 A 19920930; US 91772927 A 19911008; EP 92116690 A
 19920930; DE 623114 A 19920930; EP 92116690 A 19920930; EP 92116690 A
 19920930|
 AN- <PR> US 91772927 A 19911008|
 CT- EP 424648; US 4903126|
 FD- EP 536628 A1 H04N-007/173
 <DS> (Regional): AT BE CH DE DK ES FR GB GR IE IT LI NL SE
 FD- US 5231494 A H04N-007/04
 FD- EP 536628 B1 H04N-007/173
 <DS> (Regional): AT BE CH DE DK ES FR GB GR IE IT LI NL SE
 FD- DE 69223114 E H04N-007/173 Based on patent EP 536628
 FD- ES 2111026 T3 H04N-007/173 Based on patent EP 536628|
 LA- EP 536628(E<PG> 11); US 5231494(9); EP 536628(E<PG> 17)|
 DS- <REGIONAL> AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; SE|
 AB- <BASIC> EP 536628 A

The TV apparatus includes a headend device and a receiver. The headend device compresses a set of television signals, such as a main program signal and a number of different demographically targeted commercials. The compressed television signals are combined into a combined signal for transmission on a single television channel allocation.

The receiver of the combined signal identifies characteristics of a television viewer, and selects a particular one of the compressed television signals from the received combined signal depending on the viewer characteristics. The retrieved signal is decompressed for use by a video appliance.

USE/ADVANTAGE - Allow commercial **advertisements** to be **matched** to specific **TV viewers**. More effective use of **advertising** budget.

Dwg.1/3|

AB- <EP> EP 536628 B

Apparatus for transmitting and receiving a plurality of television

signals comprising: a headend apparatus for transmitting at least one set of television signals (A1...AN, B1...BN), the at least one set including at least a first and a second signal (A2...AN, B2...BN), which correspond to different viewer characteristics - means (10, 12) for transmitting the television signals and a receiver apparatus (22) for receiving the television signals including: means (72) for identifying characteristics of a television viewer, and selection means (64) responsive to the identifying means (72) for retrieving a particular one of the at least first and second signals (A2...AN, B2...BN) depending on the viewer characteristics, characterised in that the at least one set of television signals (A1...AN, B1...BN) comprises digital television signals and is transmitted and received on a single television channel allocation; that the headend apparatus (10) for transmitting television signals includes: means (40) for compressing the digital television signals (A1...AN, B1...BN), the compressing means comprising: means (40) for adding a control word to each of the at least first and second signals (A2...AN, B2...BN) for correlating the at least first and second signals (A2...AN, B2...BN) with particular viewer characteristics, and means (40a) for combining the plurality of compressed television signals into a combined signal; that means (42) for transmitting the combined signal on the single television channel allocation are provided; that the selection means (64) are responsive to the identifying means (72) and the control words correlated with the at least first and second signals for retrieving one of the at least first and second signals (A2...AN, B2...BN) from the received combined signal, the retrieved signal corresponding to the viewer characteristics identified by the means (72) for identifying; and that the receiver apparatus (60) for receiving the combined signal also includes means (66) for decompressing the retrieved at least first and second signal (A2...AN, B2...BN) for use by a video appliance (76).

Dwg.1/3|

AB- <US> US 5231494 A

The transmission apparatus includes a head-end apparatus which compresses a set of television signals, such as a main program signal and several different demographically targeted commercials. The many compressed television signals are joined into a combined signal for transmission on a single television channel allocation. The combined signal receives and identifies characteristics of a television viewer. A particular compressed television signal is selected from the received combined signal depending on the viewer characteristics. The retrieved signal is decompressed for use by a video appliance.

USE/ADVANTAGE - For transmission on single TV channel. Provides different messages for different target audiences.

Dwg.2/3|

DE- <TITLE TERMS> TELEVISION; SIGNAL; TRANSMIT; RECEIVE; APPARATUS; DEVICE; COMPRESS; MULTIPLE; TELEVISION; SIGNAL; COMPRESS; TELEVISION; SIGNAL; COMBINATION; ONE; SIGNAL; TRANSMISSION|

DC- W02|

IC- <MAIN> H04N-007/04; H04N-007/173|

IC- <ADDITIONAL> H04N-007/10; H04N-007/16|

MC- <EPI> W02-F03A5; W02-F04B; W02-F05A3C|

FS- EPI||

4/4/20 (Item 20 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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IM- *Image available*

AA- 1992-106197/199214|

DX- <RELATED> 1992-096394; 1993-369131; 1996-030762; 1996-087231; 1996-251996; 1996-286597; 1996-401788; 1996-433169; 2000-237084;

2000-463539; 2000-671701|

XR- <XRPX> N92-079595|

TI- Interactive home videotex information system - uses distributed processing and storage of video picture data in nodes throughout cable TV|

PA- ICTV INC (ICTV-N); INTELETEX SYSTEMS INC (INTE-N); INTELETEX SYST INC (INTE-N)|

AU- <INVENTORS> HOARTY W L; LAUDER G M|

NC- 026|

NP- 020|

PN- EP 477786 A 19920401 EP 91115989 A 19910920 199214 B|

PN- NO 9103772 A 19920330 NO 913772 A 19910926 199222

PN- AU 9184838 A 19920402 AU 9184838 A 19910927 199223

PN- CA 2052477 A 19920329 CA 2052477 A 19910930 199225

PN- FI 9104552 A 19920329 FI 914552 A 19910927 199225

PN- CS 9102869 A2 19920513 CS 912869 A 19910920 199247

PN- CN 1063593 A 19920812 CN 91110635 A 19910928 199317

PN- US 5220420 A 19930615 US 90589205 A 19900927 199325

<AN> US 91754932 A 19910910

PN- HU 63287 T 19930728 HU 912991 A 19910917 199336

PN- EP 477786 A3 19920916 EP 91115989 A 19910920 199339

PN- AU 643828 B 19931125 AU 9184838 A 19910927 199403

PN- PT 99110 A 19931231 PT 99110 A 19910927 199404

PN- JP 6022315 A 19940128 JP 91277156 A 19910927 199409

PN- US 5319455 A 19940607 US 90589205 A 19900928 199422

<AN> US 91754932 A 19910910

<AN> US 92996007 A 19921223

PN- US 5361091 A 19941101 US 90589205 A 19900928 199443

<AN> US 91754932 A 19910910

<AN> US 92966184 A 19921223

PN- NZ 239969 A 19941222 NZ 239969 A 19910927 199505

PN- IL 99586 A 19980222 IL 99586 A 19910927 199814

PN- CA 2052477 C 19990112 CA 2052477 A 19910930 199913

PN- EP 477786 B1 20010124 EP 91115989 A 19910920 200107

PN- DE 69132518 E 20010301 DE 632518 A 19910920 200119

<AN> EP 91115989 A 19910920|

AN- <LOCAL> EP 91115989 A 19910920; NO 913772 A 19910926; AU 9184838 A 19910927; CA 2052477 A 19910930; FI 914552 A 19910927; CS 912869 A 19910920; CN 91110635 A 19910928; US 90589205 A 19900927; US 91754932 A 19910910; HU 912991 A 19910917; EP 91115989 A 19910920; AU 9184838 A 19910927; PT 99110 A 19910927; JP 91277156 A 19910927; US 90589205 A 19900928; US 91754932 A 19910910; US 92996007 A 19921223; US 90589205 A 19900928; US 91754932 A 19910910; US 92966184 A 19921223; NZ 239969 A 19910927; IL 99586 A 19910927; CA 2052477 A 19910930; EP 91115989 A 19910920; DE 632518 A 19910920; EP 91115989 A 19910920|

AN- <PR> US 91754932 A 19910910; US 90589205 A 19900928; US 92996007 A 19921223; US 92966184 A 19921223|

CT- No-SR.Pub; 2.Jnl.Ref; GB 2207838; US 4616263|

FD- EP 477786 A

<DS> (Regional): AT BE CH DE DK ES FR GB GR IT LI LU NL SE

FD- US 5220420 A H04N-007/10 CIP of application US 90589205

CIP of patent US 5093718

FD- AU 643828 B H04N-005/445 Previous Publ. patent AU 9184838

FD- US 5319455 A H04N-007/10 CIP of application US 90589205

Div ex application US 91754932

CIP of patent US 5093718

Div ex patent US 5220420

FD- US 5361091 A H04N-007/173 CIP of application US 90589205

Cont of application US 91754932

CIP of patent US 5093718

Cont of patent US 5220420

FD- EP 477786 B1 H04N-007/173

<DS> (Regional): AT BE CH DE DK ES FR GB GR IT LI LU NL SE
 FD- DE 69132518 E H04N-007/173 Based on patent EP 4777861
 LA- EP 477786(51); US 5220420(46); US 5319455(44); US 5361091(44); EP
 477786(E)|
 DS- <REGIONAL> AT; BE; CH; DE; DK; ES; FR; GB; GR; IT; LI; LU; NL; SE|
 AB- <BASIC> EP 477786 A

The interactive television information system transmits video picture information to home televisions coupled to a cable television distribution system. The system comprises a regional processing centre for assembling and processing the video picture information to be transmitted over the cable distribution system, and at least one node coupled to the cable television distribution system for capturing and storing the processed and assembled video picture information, the node being associated with at least one of the home televisions.

A cable television subscriber viewing one of the home televisions can display and interact with the video picture information stored in the associated node by communicating commands to the node. Each of the node in the distribution system contains a substantially identical copy of the video picture information transmitted over the cable distribution system.

ADVANTAGE - Provides easy to understand photographic quality images and full motion video accompanied by speech and music as well as traditional text and graphical information.

Dwg.1/28|

AB- <US> US 5220420 A

The interactive multimedia system includes distributed processing and storage of video picture information and associated data and sound in nodes disposed throughout a cable television distribution system. The nodes are coupled to the feeder cable of the cable distribution system. Each node in the system receives a substantially identical copy of the interactive video picture information and related data from a regional processing centre.

The users at home televisions associated with a particular node interact directly with the video picture information in that node, rather than with the information stored in the regional processing centre or some other remote location, which enables the system to quickly display photographic quality images and complex graphics, as well as sound, at the users' televisions in response to commands received by the users.

USE - Transmitting video picture information to home televisions coupled to cable television distribution system.

(Dwg.3/28C)

US5319455 The interactive multimedia system includes distributed processing and storage of video picture information and associated data and sound in nodes disposed throughout a cable television distribution system. The nodes are coupled to the feeder cable of the cable distribution system. Each node in the system receives an identical copy of the interactive video picture information and related data from a regional processing centre. The users at home televisions associated with a particular node interact directly with the video picture information in that node, rather than with the information stored in the regional processing center or some other remote location.

The nodes can also be used for decompressing compressed television programming and distributing the decompressed programming to home **televisions** connected to the system. The nodes can also be used to distribute **customized commercials** to **television viewers**.

USE/ADVANTAGE - System quickly displays photographic quality images and three-dimensional and complex graphics, as well as sound, at users' televisions in response to commands received by users.

(Dwg.3/28)

US5361091 Distributed processing and storage of video picture information and associated data and sound in nodes are disposed

throughout a cable television distribution system. The nodes are coupled to the feeder cable of the cable distribution system. Each node in the system receives a identical copy of the interactive video picture information and related data from a regional processing centre.

The nodes can receive the video picture information through the cable television distribution system or externally of the cable system. The users at home televisions associated with a particular node interact directly with the video picture information in that node, rather than with the information stored in the region. A processing centre or some other remote location.

The nodes can also be used for decompressing compressed television programming and distributing the decompressed programming to home television connected to the system.

ADVANTAGE - Enables the system to quickly display photographic quality images and complex graphics, as well as sound, at the users' televisions in response to commands received by the users.

(Dwg.26/28

C|

DE- <TITLE TERMS> INTERACT; HOME; VIDEOTEX; INFORMATION; SYSTEM; DISTRIBUTE
; PROCESS; STORAGE; VIDEO; PICTURE; DATA; NODE; CABLE; TELEVISION|
DC- R56; R57; W02|
IC- <MAIN> H04H-001/02; H04L-012/00; H04N-005/445; H04N-007/10; H04N-007/14
; H04N-007/16; H04N-007/173|
IC- <ADDITIONAL> H04H-001/08; H04N-001/00; H04N-007/08; H04N-007/17;
H04N-007/22|
MC- <EPI> W02-F03A; W02-F05A3; W02-F05A3C; W02-F05B|
FS- EPI||

4/4/21 (Item 21 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*

AA- 1991-126241/199118|

XR- <XRPX> N91-097154|

TI- Providing demographically targetted television commercials -
identifying demographic characteristics of viewer then selecting
commercial messages from e.g. second channel w.r.t. vehicles interests|

PA- GEN INSTR CORP (GENN); GEN INSTR CORP DELAWARE (GENN); GI CORP
(GENN); GENERAL INSTRUMENT CORP (GENN)|

AU- <INVENTORS> WACHOB D E|

NC- 011|

NP- 007|

PN- EP 424648 A 19910502 EP 90117047 A 19900905 199118 B|

PN- CA 2024868 A 19910424 199127

PN- US 5155591 A 19921013 US 89425117 A 19891023 199244

PN- EP 424648 A3 19920205 EP 90117047 A 19900905 199323

PN- EP 424648 B1 19960605 EP 90117047 A 19900905 199627

PN- DE 69027276 E 19960711 DE 627276 A 19900905 199633

<AN> EP 90117047 A 19900905

PN- CA 2024868 C 20010102 CA 2024868 A 19900907 200104|

AN- <LOCAL> EP 90117047 A 19900905; US 89425117 A 19891023; EP 90117047 A
19900905; EP 90117047 A 19900905; DE 627276 A 19900905; EP 90117047 A
19900905; CA 2024868 A 19900907|

AN- <PR> US 89425117 A 19891023|

CT- NoSR.Pub; US 4630108; US 4725886; WO 8707807; WO 8801465|

FD- EP 424648 A

<DS> (Regional): BE CH DE FR GB LI NL SE

FD- EP 424648 B1 H04N-007/16

<DS> (Regional): BE CH DE DK FR GB LI NL SE

FD- DE 69027276 E H04N-007/16 Based on patent EP 424648 |
 LA- US 5155591(15); EP 424648(E<PG> 25); CA 2024868(E) |
 DS- <REGIONAL> BE; CH; DE; FR; GB; LI; NL; SE; DK |
 AB- <BASIC> EP 424648 A

A cable television system or the like for broadcasting different commercial messages to different demographically targeted audiences. A headend transmits television signals. A system identifies demographic characteristics of a television viewer. A selector, responsive to the identifier, provides a particular commercial message transmitted from the headend based on these demographic characteristics.

In one embodiment, the headend transmits a first television channel comprising television programs with periodic commercial messages, and a second television channel comprising alternate commercial messages. The selector provides a commercial message from the first or second channel depending on the demographic characteristics of a viewer. Such characteristics might include, for example, whether the viewer is male or female, and whether the viewer is an adult or a child.

ADVANTAGE - More efficient utilization of advertising budget.

(18pp Dwg.No.3) |

AB- <EP> EP 424648 B

A cable or satellite television system for broadcasting different commercial messages to different audiences, comprising: a headend for transmitting television signals including a first television channel comprising television programs with periodic commercial message breaks and at least a second additional television channel comprising commercial messages; means for receiving (10) said television signals; tuning means (18) coupled to said receiving means for providing a selected channel for viewing; means (30,36) for identifying authorization of said receiving means; means (22,30) for determining when a commercial message break is about to occur on said first television channel; and selection means (30,32), responsive to said determining means (22,30) and said authorization identifying means (30,36), for actuating the tuning means (18) to provide a particular commercial message channel for viewing during a commercial message break characterised in that, said means (30,36) for identifying authorization of said receiving means (10) comprise means (36;40,124,126,128,130;42) for identifying demographic characteristics of a television viewer on a case by case basis, and that said means (30,36) for identifying authorization of said receiving means (10) are responsive to said means (36;40,124,126,128,130;42) for identifying said demographic characteristics of said television viewer to providing a particular commercial message transmitted from said headend based on said demographic characteristics.

(Dwg.1/7) |

AB- <US> US 5155591 A

A first television channel contains television programs and periodic commercial messages. A second television channel contains alternate commercial messages. Demographic characteristics of a viewer are identified, and commercial messages are selectively provided from the first or second channel, depending upon the viewer's demographic characteristics.

Demographic data can be input by a viewer via a remote control, downloaded to a subscriber's converter from a remote headend, or programmed into the converter at installation. Prioritization of the demographic characteristics of number of **television viewers** watching a program together enables **commercials** to be **targeted** to the **viewer** having highest priority. Statistical data can be maintained concerning the number and identify of subscribers viewing specific commercials.

USE - Different commercial messages broadcast to different demographically targeted audiences in a cable television system.

(Dwg. 1/7)

DE- <TITLE TERMS> TARGET; TELEVISION; IDENTIFY; CHARACTERISTIC; VIEW;
SELECT; COMMERCIAL; MESSAGE; SECOND; CHANNEL; VEHICLE|

DC- W02|

IC- <MAIN> H04N-007/08; H04N-007/16|

IC- <ADDITIONAL> H04H-001/02|

MC- <EPI> W02-F03A; W02-F05A|

FS- EPI||

?

?t10/4/all

10/4/1 (Item 1 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*

AA- 2002-518273/200255|

DX- <RELATED> 2002-269612|

XR- <XRPX> N02-410162|

TI- Delivery system of **target advertisements** to subscribers in television network environment has multiple presentation stream generator which produces multiple presentation stream that carries advertisements|

PA- SCHLACK J A (SCHL-I)|

AU- <INVENTORS> SCHLACK J A|

NC- 001|

NP- 001|

PN- US 20020056107 A1 20020509 US 2000229156 A 20000831 200255 B

<AN> US 2001766004 A 20010119|

AN- <LOCAL> US 2000229156 A 20000831; US 2001766004 A 20010119|

AN- <PR> US 2000229156 P 20000831; US 2001766004 A 20010119|

FD- US 20020056107 A1 G06F-003/00 Provisional application US 2000229156|

LA- US 20020056107(19)|

AB- <PN> US 20020056107 A1|

AB- <NV> NOVELTY - An ad scheduler outputs ad schedule based on channel change statistical information and avail time information. A multiple presentation stream generator produces multiple presentation stream groups corresponding to specific programming channel. Each presentation stream carries advertisements directed to different advertiser specific market segments according to the ad schedule.|

AB- <BASIC> DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for a method for delivering **target advertisement** to subscribers in television network environment.

USE - Used in television network environment.

ADVANTAGE - Used forced presentation stream switching for scheduling advertisements in the presentation stream group based on channel change statistics and avail **time** information. Attains effective **target television advertising** .

DESCRIPTION OF DRAWING(S) - The figure is a block diagram of a television service communication network environment.

pp; 19 DwgNo 1/9|

DE- <TITLE TERMS> DELIVER; SYSTEM; TARGET; ADVERTISE; SUBSCRIBER; TELEVISION; NETWORK; ENVIRONMENT; MULTIPLE; PRESENT; STREAM; GENERATOR; PRODUCE; MULTIPLE; PRESENT; STREAM; CARRY; ADVERTISE|

DC- T01; W02; W05|

IC- <MAIN> G06F-003/00|

MC- <EPI> T01-E01B; T01-J03; T01-N01D1; W02-F04B; W05-E03C|

FS- EPI||

10/4/2 (Item 2 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*

AA- 2002-518125/200255|

DX- <RELATED> 2001-521429; 2002-010353; 2002-048981; 2002-147384; 2002-256322; 2002-750698|

XR- <XRPX> N02-410018|

TI- Set top box for analog, digital TV, receives and displays customized electronic program guide data generated based on viewer commands from

April 4, 2003 1 15:26

host computer|
 PA- COOPER R M (COOP-I); ESCOBAR G D (ESCO-I); SILVA C A (SILV-I)|
 AU- <INVENTORS> COOPER R M; ESCOBAR G D; SILVA C A|
 NC- 001|
 NP- 001|
 PN- US 20020053084 A1 20020502 US 2001982981 A 20011022 200255 B|
 AN- <LOCAL> US 2001982981 A 20011022|
 AN- <PR> US 2001893428 A 20010629; US 2000584348 A 20000601; US 2001828469
 A 20010409|
 LA- US 20020053084(15)|
 AB- <PN> US 20020053084 A1|
 AB- <NV> NOVELTY - An interface transmits commands input by a viewer to a
 host computer. The host computer analyzes the viewer's commands,
 generates and transmits customized electronic program guide (EPG) data.
 A processor receives the customized EPG data and provides to a display
 interface for display.|
 AB- <BASIC> DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the
 following:
 (1) Customized EPG displaying method;
 (2) Host computer; and
 (3) EPG creation method.
 USE - Set top box for analog, digital or high definition TV, for
 collecting and managing web contents including web page, image file,
 audio, video files, data files, program, e-mail, instant message, chat
 session and TV content including broadcast TV program, satellite TV
 program, cable TV program, output of VCR, laser disk player, DVD
 player, **video camera**, etc.
 ADVANTAGE - The format of the EPG displayed for the viewer is
 continually updated and **customized** according to any changes in the
 viewer habits and interest, therefore **advertising** is more effective.
 DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
 the set top box system.
 pp; 15 DwgNo 1/5|
 AB- <TF> TECHNOLOGY FOCUS - INDUSTRIAL STANDARDS - The digital and analog
 content are encoded according to MPEG-2 technique and presented
 corresponding to standards such as European Telecommunication Standard
 Institute (EISI), Digital Video Broadcasting (DVB), Advanced Television
 System Committee (ATSC) or European Cable Communication Association
 (ECCA).|
 DE- <TITLE TERMS> SET; TOP; BOX; ANALOGUE; DIGITAL; TELEVISION; RECEIVE;
 DISPLAY; CUSTOMISATION; ELECTRONIC; PROGRAM; GUIDE; DATA; GENERATE;
 BASED; VIEW; COMMAND; HOST; COMPUTER|
 DC- T01; W03|
 IC- <MAIN> G06F-003/00|
 IC- <ADDITIONAL> G06F-013/00; H04N-005/445|
 MC- <EPI> T01-N02A3A; T01-N03A1A; W03-A13J|
 FS- EPI||

10/4/3 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*

AA- 2002-087130/200212|

XR- <XRPX> N02-065015|

TI- Photoelectric target equipment of e.g. home **video camera**, has
 actual fitting terminal and external detachable connecting terminal
 which pinch and mount integrated circuit on circuit substrate|

PA- MATSUSHITA ELECTRIC WORKS LTD (MATW)|

NC- 001|

NP- 001|

PN- JP 2001333305 A 20011130 JP 2000153448 A 20000524 200212 B|
 AN- <LOCAL> JP 2000153448 A 20000524|
 AN- <PR> JP 2000153448 A 20000524|
 LA- JP 2001333305(5)|
 AB- <PN> JP 2001333305 A|
 AB- <NV> NOVELTY - A three-dimensional circuit substrate (1) has an actual fitting terminal (51) and an external detachable connecting terminal (52) which pinch and mount an integrated circuit (4) on the substrate.|
 AB- <BASIC> USE - For e.g. home **video camera** or electronic still camera.
 ADVANTAGE - Performs simple exchange of components and reduce cost by reducing number of components. **Offers** small-scale and accurate **target** equipment. Increases productivity and reduces manufacturing cost. Attains high contact reliability of the connector.
 DESCRIPTION OF DRAWING(S) - The figure shows a sectional view of a photoelectric target equipment.
 Three-dimensional circuit substrate (1)
 Actual fitting terminal (51)
 External detachable connecting terminal (52)
 pp; 5 DwgNo 1/4|
 DE- <TITLE TERMS> PHOTOELECTRIC; TARGET; EQUIPMENT; HOME; VIDEO; CAMERA; ACTUAL; FIT; TERMINAL; EXTERNAL; DETACH; CONNECT; TERMINAL; PINCH; MOUNT; INTEGRATE; CIRCUIT; CIRCUIT; SUBSTRATE|
 DC- P81; W04|
 IC- <MAIN> H04N-005/225|
 IC- <ADDITIONAL> G02B-007/02; H04N-005/335|
 MC- <EPI> W04-M01C9; W04-M01D7|
 FS- EPI; EngPI||

10/4/4 (Item 4 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*
 AA- 2001-521489/200157|
 XR- <XRPX> N01-386408|
 TI- Communication system for providing advertisement and other information to audiences in theater, receives movie related information associated to projector, based on which stored data for transmission is selected|
 PA- CINECAST LLC (CINE-N)|
 AU- <INVENTORS> SPROGIS D H|
 NC- 093|
 NP- 003|
 PN- WO 200113301 A2 20010222 WO 2000US22105 A 20000811 200157 B|
 PN- AU 200069031 A 20010313 AU 200069031 A 20000811 200157
 PN- NO 20020671 A 20020415 WO 2000US22105 A 20000811 200238
 <AN> NO 2002671 A 20020211|
 AN- <LOCAL> WO 2000US22105 A 20000811; AU 200069031 A 20000811; WO 2000US22105 A 20000811; NO 2002671 A 20020211|
 AN- <PR> US 2000627870 A 20000728; US 99148807 P 19990813|
 FD- WO 200113301 A2 G06F-017/60
 <DS> (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
 <DS> (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW
 FD- AU 200069031 A G06F-017/60 Based on patent WO 200113301|
 LA- WO 200113301(E<PG> 48)|
 DS- <NATIONAL> AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC

LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI
SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW|

DS- <REGIONAL> AT; BE; CH; CY; DE; DK; EA; ES; FI; FR; GB; GH; GM; GR; IE;
IT; KE; LS; LU; MC; MW; MZ; NL; OA; PT; SD; SE; SL; SZ; TZ; UG; ZW|

AB- <PN> WO 200113301 A2|

AB- <NV> NOVELTY - Server (24) receives and stores data representing
advertisement information. Digital projectors (36) are coupled to
servers (24) to receive advertisement information. A movie
identification unit receives movie related information associated to
digital projectors. A controller selects stored data for transmission
to corresponding projector, based on information received by
identification unit.|

AB- <BASIC> DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included
for advertisement information representing data providing method for
movie projectors in theaters.
USE - For providing data representing advertisement information to
movie projectors in **movie** theater or cinema.
ADVANTAGE - No physical media is to be manufactured, distributed
and disposed nor any media that may deteriorate or break. No physical
labor is required to update content at each site, thereby decreasing
costs and increasing reliability. Low update cost allows new form of
market segmentation available, thereby facilitating more **targeted** and
cost-effective **advertising** .
DESCRIPTION OF DRAWING(S) - The figure shows the illustrative view
of architecture of communication system.
Server (24)
Digital projector (36)
pp; 48 DwgNo 2/15|

DE- <TITLE TERMS> COMMUNICATE; SYSTEM; ADVERTISE; INFORMATION; AUDIENCE;
RECEIVE; MOVIE; RELATED; INFORMATION; ASSOCIATE; PROJECT; BASED;
STORAGE; DATA; TRANSMISSION; SELECT|

DC- T01; W04|

IC- <MAIN> G06F-000/00; G06F-017/60|

MC- <EPI> T01-H07C3B; T01-H07C5E; T01-J05A; T01-J10G; W04-N05C5E; W04-Q01|

FS- EPI||

10/4/5 (Item 5 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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IM- *Image available*

AA- 2000-687498/200067|

XR- <XRPX> N00-508264|

TI- Balloon for lifting load e.g. **video camera** , from building rooftop,
has curvilinear shaped air dam at lower portion of balloon to provide
lift and balloon steering or control in prevailing wind|

PA- MEARS A W (MEAR-I); SORENSEN H (SORE-I)|

AU- <INVENTORS> MEARS A W|

NC- 090|

NP- 002|

PN- WO 200066424 A1 20001109 WO 2000US12305 A 20000505 200067 B|

PN- AU 200048222 A 20001117 AU 200048222 A 20000505 200111|

AN- <LOCAL> WO 2000US12305 A 20000505; AU 200048222 A 20000505|

AN- <PR> US 99132621 P 19990505|

FD- WO 200066424 A1 B64B-001/42
<DS> (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE
DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK
LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL
TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
<DS> (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS
LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

FD- AU 200048222 A B64B-001/42 Based on patent WO 200066424|
 LA- WO 200066424(E<PG> 32)|
 DS- <NATIONAL> AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM
 EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS
 LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
 TR TT TZ UA UG US UZ VN YU ZA ZW|
 DS- <REGIONAL> AT; BE; CH; CY; DE; DK; EA; ES; FI; FR; GB; GH; GM; GR; IE;
 IT; KE; LS; LU; MC; MW; NL; OA; PT; SD; SE; SL; SZ; TZ; UG; ZW|
 AB- <PN> WO 200066424 A1|
 AB- <NV> NOVELTY - A curvilinear shaped air dam (101) is attached at the
 lower portion (106) of a balloon (100) to provide lift and control or
 steer the balloon into a prevailing wind. The air dam has symmetrical,
 outwardly curved front and rear walls joined at the rear end. The space
 between front ends of the walls serve as a pocket. Guy wires (201-203)
 secure the balloon on a ground surface.|
 AB- <BASIC> DETAILED DESCRIPTION - A pulley (300) for lifting loads is hung
 from the balloon. An INDEPENDENT CLAIM is also included for a balloon
 lifting system.
 USE - For lifting load e.g. **video camera** , from one location to
 another location at different or similar height. Also for lifting e.g.
 radar, radar reflector, signal transmitter, light source, fire hose,
 guns, observation basket, **banner** , artillery **target** , water buckets.
 ADVANTAGE - Enhances load lifting capacity and stability of balloon
 lifting system is enhanced due to air dam. Enhances aerodynamic
 behavior of air dam due to its curvilinear shape. Stabilizes balloon
 control even in extremely windy condition. Increases balloon lift
 according to raise in wind speed. Allows lighter than air gas to be
 filled to balloon when subject for lifting load in windy condition.
 Allows lifting platform to be used with balloon.
 DESCRIPTION OF DRAWING(S) - The figure shows the isometric view of
 one example of a guy line attachment used for a balloon lifting system.
 Balloon (100)
 Air dam (101)
 Lower portion (106)
 Guy wires (201-203)
 Pulley (300)
 pp; 32 DwgNo 9/11|
 DE- <TITLE TERMS> BALLOON; LIFT; LOAD; VIDEO; CAMERA; BUILD; CURVE; SHAPE;
 AIR; DAM; LOWER; PORTION; BALLOON; LIFT; BALLOON; STEER; CONTROL;
 PREVAILING; WIND|
 DC- Q25|
 IC- <MAIN> B64B-001/42|
 IC- <ADDITIONAL> B64B-001/50; B64B-001/52|
 FS- EngPI||

10/4/6 (Item 6 from file: 350)

DIALOG(R)File 350:Derwent WPIX
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IM- *Image available*
 AA- 2000-478770/200042|
 XR- <XRPX> N00-356895|
 TI- Thermal head for office automation apparatus, includes pair of
 antistatic layer formed on protective layer which is coated on heat
 resistor layer|
 PA- TOSHIBA HOKUTO DENSHI KK (TOSH-N); TOSHIBA KK (TOKE)|
 NC- 001|
 NP- 001|
 PN- JP 2000177158 A 20000627 JP 98359398 A 19981217 200042 B|
 AN- <LOCAL> JP 98359398 A 19981217|

AN- <PR> JP 98359398 A 19981217|
 LA- JP 2000177158(6)|
 AB- <PN> JP 2000177158 A|
 AB- <NV> NOVELTY - A heat resistor layer (3) formed on a support base material (1) is connected to a electrode layer (4). Heat generating portion of the heat resistor is coated by a protective layer (5). A pair of antistatic layers (6,7) is formed on the protective layer.|
 AB- <BASIC> DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for thermal head manufacturing method.
 USE - For office automation apparatus such as facsimile, **video** printer, plate making **machine** .
 ADVANTAGE - Thermal head with high reliable nature and high definitive property can be manufactured easily. The counter measure of very small foreign material which disperses from a **target** becomes unnecessary. **Offers** sufficient yield. **Offers** thermal head with long durability.
 DESCRIPTION OF DRAWING(S) - The figure shows expanded sectional view of thermal head.
 Support base material (1)
 Heat resistor layer (3)
 Electrode layer (4)
 Protective layer (5)
 Antistatic layers (6,7)
 pp; 6 DwgNo 1/6|
 DE- <TITLE TERMS> THERMAL; HEAD; OFFICE; AUTOMATIC; APPARATUS; PAIR; ANTISTATIC; LAYER; FORMING; PROTECT; LAYER; COATING; HEAT; RESISTOR; LAYER|
 DC- P75; T04|
 IC- <MAIN> B41J-002/335|
 MC- <EPI> T04-G03C|
 FS- EPI; EngPI||

10/4/7 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX
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IM- *Image available*
 AA- 1999-216035/199919|
 XR- <XRPX> N99-159049|
 TI- Shoe cleaning apparatus with information dispenser|
 PA- GRAF G (GRAF-I)|
 NC- 001|
 NP- 001|
 PN- DE 19743153 A1 19990401 DE 1043153 A 19970930 199919 B|
 AN- <LOCAL> DE 1043153 A 19970930|
 AN- <PR> DE 1043153 A 19970930|
 FD- DE 19743153 A1 A47L-023/02|
 LA- DE 19743153(3)|
 AB- <PN> DE 19743153 A1|
 AB- <NV> NOVELTY - Shoe cleaning apparatus which has motorized cleaning brushes etc. (8) has dispensers for sound, video and other data which continuously send out advertising data or entertainment data. Shoe cleaning is initiated by coin operation or smart card which can be programmed to start the sound, **film** etc. **time** -delayed.|
 AB- <BASIC> DETAILED DESCRIPTION - Additional claim relates to retrieving personal data from smart card etc. to **match** data and **advertising** to specific user.
 USE - For cleaning shoes.
 ADVANTAGE - Ensures captured audience is fed entertainment or advertising data which is more personally relevant.
 DESCRIPTION OF DRAWING(S) - The drawing shows the front view of the

apparatus.

screen (1)
data processing unit (2)
coin or card insert (6)
shoe creme dispenser (7)
cleaning brush (8)
pp; 3 DwgNo 1/1|

DE- <TITLE TERMS> SHOE; CLEAN; APPARATUS; INFORMATION; DISPENSE|
DC- P28; P85|
IC- <MAIN> A47L-023/02|
IC- <ADDITIONAL> G09F-027/00|
FS- EngPI||

10/4/8 (Item 8 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*

AA- 1998-287410/199825|

XR- <XRPX> N98-225895|

TI- Automatic identification and selective alteration of segments of
television broadcast signal in real- time - detecting signature
pattern associated with each segment of television signal and comparing
to stored signature patterns for selected segments, and if match occurs
then muting audio and video signal|

PA- IGGULDEN J (IGGU-I)|

AU- <INVENTORS> IGGULDEN J|

NC- 079|

NP- 005|

PN- WO 9820675 A1 19980514 WO 97US20176 A 19971031 199825 B|

PN- AU 9851979 A 19980529 AU 9851979 A 19971031 199841

PN- US 5999689 A 19991207 US 96742312 A 19961101 200004

PN- US 6002443 A 19991214 US 96742983 A 19961101 200005

PN- US 6404977 B1 20020611 US 96742312 A 19961101 200244

<AN> US 99452055 A 19991130|

AN- <LOCAL> WO 97US20176 A 19971031; AU 9851979 A 19971031; US 96742312 A
19961101; US 96742983 A 19961101; US 96742312 A 19961101; US 99452055 A
19991130|

AN- <PR> US 96742983 A 19961101; US 96742312 A 19961101; US 99452055 A
19991130|

CT- No-SR.Pub|

FD- WO 9820675 A1 H04N-005/44

<DS> (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE
ES FI GB GE GH HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG
MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN
YU ZW

<DS> (Regional): AT BE CH DE DK EA ES FI FR GB GH GR IE IT KE LS LU MC
MW NL OA PT SD SE SZ UG ZW

FD- AU 9851979 A H04N-005/44 Based on patent WO 9820675

FD- US 6404977 B1 H04N-005/76 Cont of application US 96742312

Cont of patent US 5999689|

LA- WO 9820675(E<PG> 75)|

DS- <NATIONAL> AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI
GB GE GH HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN
MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW
|

DS- <REGIONAL> AT; BE; CH; DE; DK; EA; ES; FI; FR; GB; GH; GR; IE; IT; KE;
LS; LU; MC; MW; NL; OA; PT; SD; SE; SZ; UG; ZW|

AB- <BASIC> WO 9820675 A

The method for identifying selected segments in a television signal
involves detecting a signature pattern associated with a segment of the

television signal. The signature pattern is compared to stored signature patterns for the selected segments.

If the signature pattern does not **match** any of the stored patterns, a characteristic of the segment is detected **ad** it is determined whether the characteristic **matches** any of the predetermined set of selected segment characteristics. If so the signature pattern is stored along with the other stored patterns.

USE - For muting video and audio signal portions during unwanted segment e.g. during commercial advertisements or for purpose of pausing video recorder.

Dwg.1/22|

DE- <TITLE TERMS> AUTOMATIC; IDENTIFY; SELECT; ALTER; SEGMENT; TELEVISION; BROADCAST; SIGNAL; REAL-TIME; DETECT; SIGNATURE; PATTERN; ASSOCIATE; SEGMENT; TELEVISION; SIGNAL; COMPARE; STORAGE; SIGNATURE; PATTERN; SELECT; SEGMENT; MATCH; OCCUR; MUTE; AUDIO; VIDEO; SIGNAL|

DC- W04|

IC- <MAIN> H04N-005/44; H04N-005/76|

IC- <ADDITIONAL> H04N-007/10|

MC- <EPI> W04-B10B; W04-B10C; W04-E04C5C; W04-F01M|

FS- EPI||

10/4/9 (Item 9 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*

AA- 1998-225997/199820|

XR- <XRPX> N98-179481|

TI- Zoom lens for e.g. **camera** , broadcast **camera** , video **camera** - has fourth lens group with positive refractive index, which moves to correct image fluctuations caused by distance of lens group from target object|

PA- FUJI PHOTO OPTICAL CO LTD (FUOP)|

AU- <INVENTORS> YAMAMOTO C|

NC- 002|

NP- 002|

PN- JP 10068882 A 19980310 JP 96248963 A 19960829 199820 B|

PN- US 5856885 A 19990105 US 97921332 A 19970829 199909|

AN- <LOCAL> JP 96248963 A 19960829; US 97921332 A 19970829|

AN- <PR> JP 96248963 A 19960829|

FD- JP 10068882 A G02B-015/16

FD- US 5856885 A G02B-015/14|

LA- JP 10068882(16)|

AB- <BASIC> JP 10068882 A

The lens includes first, second, third, fourth and fifth lens group that are sequentially arranged from the target object side. The first, fourth and fifth lens groups have positive refractive indices, while the second and third lens groups have negative refractive indices. The target object is magnified by moving the second lens group relative to the target object.

When fluctuation on the image caused by the distance of the target object from the lens groups is present, the fourth lens group is move to correct the fluctuation. The fourth lens group has focal distance which is dependent to the zoom ratio of the first group lens and the focal distance of the wide angle end lens.

ADVANTAGE - **Offers** favourable optical-character ability during focusing operation. Ensures sufficient focusing of **target** object.

Dwg.1/16|

DE- <TITLE TERMS> ZOOM; LENS; CAMERA; BROADCAST; CAMERA; VIDEO; CAMERA; FOURTH; LENS; GROUP; POSITIVE; REFRACT; INDEX; MOVE; CORRECT; IMAGE; FLUCTUATION; CAUSE; DISTANCE; LENS; GROUP; TARGET; OBJECT|

DC- P81; W04|
 IC- <MAIN> G02B-015/14; G02B-015/16|
 MC- <EPI> W04-M01C1|
 FS- EPI; EngPI||

10/4/10 (Item 10 from file: 350)
 DIALOG(R)File 350:Derwent WPIX
 (c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*
 AA- 1998-117448/199811|
 XR- <XRPX> N98-094360|
 TI- Focal regulation apparatus used in colour video camera - has drive controller that controls drive of focussing lens, based on increase or decrease in level of extracted focal signal|
 PA- CANON KK (CANO)|
 NC- 001|
 NP- 001|
 PN- JP 10004517 A 19980106 JP 96154456 A 19960614 199811 B|
 AN- <LOCAL> JP 96154456 A 19960614|
 AN- <PR> JP 96154456 A 19960614|
 FD- JP 10004517 A H04N-005/232|
 LA- JP 10004517(14)|
 AB- <BASIC> JP 10004517 A

The apparatus has an image pick-up part (600) that picks up image of an object to be photographed, through a focussing lens (105) of an optical system and thereby outputs some video signals. A selection output part selects and outputs arbitrary video signals from some video signals output by image pick-up part.

An extract part extracts the focal signal of focal detection area in screen from the signal output from the selection output part. A drive controller (116) controls the drive of the focussing lens, based on the increase or decrease in level of the extracted focal signal.

ADVANTAGE - Offers focal regulation apparatus that stabilises focus of target object to be photographed. Stabilises image pick-up condition. Aims at reduction in size and weight of apparatus.

Dwg.1/6|

DE- <TITLE TERMS> FOCUS; REGULATE; APPARATUS; COLOUR; VIDEO; CAMERA; DRIVE; CONTROL; CONTROL; DRIVE; FOCUS; LENS; BASED; INCREASE; DECREASE; LEVEL; EXTRACT; FOCUS; SIGNAL|
 DC- W04|
 IC- <MAIN> H04N-005/232|
 IC- <ADDITIONAL> H04N-009/09|
 MC- <EPI> W04-M01B; W04-M01D2E|
 FS- EPI||

10/4/11 (Item 11 from file: 350)
 DIALOG(R)File 350:Derwent WPIX
 (c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*
 AA- 1998-063510/199806|
 XR- <XRPX> N98-049962|
 TI- Real-time advertisement display device e.g. for TV transmission - has image coder to compress content of image as much as possible to minimise necessary bandwidth utilisation during transmission of signals with coder recognises pattern with look-up table containing size information of image|
 PA- TELIA AB (TELI-N)|
 AU- <INVENTORS> BENGTSSON L; MAGNUSSON P|

NC- 020|
 NP- 005|
 PN- WO 9749236 A1 19971224 WO 97SE870 A 19970527 199806 B|
 PN- SE 506544 C2 19980112 SE 962503 A 19960620 199808
 PN- NO 9805777 A 19990217 WO 97SE870 A 19970527 199917
 <AN> NO 985777 A 19981210
 PN- EP 909507 A1 19990421 EP 97929637 A 19970527 199920
 <AN> WO 97SE870 A 19970527
 PN- US 6208387 B1 20010327 WO 97SE870 A 19970527 200119
 <AN> US 99147396 A 19990331|
 AN- <LOCAL> WO 97SE870 A 19970527; SE 962503 A 19960620; WO 97SE870 A
 19970527; NO 985777 A 19981210; EP 97929637 A 19970527; WO 97SE870 A
 19970527; WO 97SE870 A 19970527; US 99147396 A 19990331|
 AN- <PR> SE 962503 A 19960620|
 FD- WO 9749236 A1 H04N-005/272
 <DS> (National): NO US
 <DS> (Regional): AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE
 FD- EP 909507 A1 H04N-005/272 Based on patent WO 9749236
 <DS> (Regional): CH DE DK FI FR GB LI NL
 FD- US 6208387 B1 H04N-009/74 Based on patent WO 9749236|
 LA- WO 9749236(E<PG> 8); EP 909507(E)|
 DS- <NATIONAL> NO US|
 DS- <REGIONAL> AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL;
 PT; SE; LI|
 AB- <BASIC> WO 9749236 A
 The device comprises an image coder which is arranged, before
 transmission of an image material, to identify and code different
 predefined objects in image material by recognition of pattern.
 The image coder, on the basis of the predefined object, via a table
 obtains information about the relations of the original dimensions of
 the predefined object, and which the advertisement display shall be
 placed on the image position which corresponds to the image position of
 the predefined object on the screen of a TV receiver. The table is
 arranged in the memory of the coder.
 USE - Generates digital advertisement displays in real time for
 digital TV transmissions e.g. for televised sporting events.
 ADVANTAGE - Allows large advertising displays to be changed at
 any time during transmission of match, to allow operator to sell same
 advertisement space to several different companies.
 Dwg.1/1|
 DE- <TITLE TERMS> REAL-TIME; ADVERTISE; DISPLAY; DEVICE; TELEVISION;
 TRANSMISSION; IMAGE; CODE; COMPRESS; CONTENT; IMAGE; POSSIBILITY;
 MINIMISE; NECESSARY; BANDWIDTH; UTILISE; TRANSMISSION; SIGNAL; CODE;
 RECOGNISE; PATTERN; LOOK-UP; TABLE; CONTAIN; SIZE; INFORMATION; IMAGE|
 DC- W04; W05|
 IC- <MAIN> H04N-000/00; H04N-005/272; H04N-009/74|
 IC- <ADDITIONAL> H04N-005/76; H04N-007/08; H04N-007/16|
 MC- <EPI> W04-N05C5E; W04-N05G1; W04-P01A; W05-E03|
 FS- EPI||

10/4/12 (Item 12 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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IM- *Image available*

AA- 1997-373874/199735|

XR- <XRPX> N97-310330|

TI- Mobile projected target - has shallow tray housing with remote control
 for movement and for projection onto upright screen|

PA- BKE BILDTECHNIK STECHMESSER ERNST (BKEB-N).|

AU- <INVENTORS> STECHEMESSER E|

NC- 001|
 NP- 001|
 PN- DE 19601617 A1 19970724 DE 1001617 A 19960118 199735 B|
 AN- <LOCAL> DE 1001617 A 19960118|
 AN- <PR> DE 1001617 A 19960118|
 FD- DE 19601617 A1 |
 LA- DE 19601617(7)|
 AB- <BASIC> DE 19601617 A

The mobile target has a shallow, flat profile housing (1) mounted on wheels. It supports an upright screen (3) onto which selected target profiles are projected from the housing. A projector system in the housing and a projecting mirror (5) produce the selected image on the screen. The target is moved by integral servo motors controlled by a remote control. The projector also has remote control. The projector control unit (8) is a simple relay control, memory programmed control or computer control integrated in the housing. The controller is used to switch on and off the projector, for slide changing, and variable control of video or graphic sequences.

The projection screen is card or plastic and is secured by a support frame (6). It is provided with an anti-shatter coating. The remote control is by radio or infrared. The **projector** uses slides or **video**, or a combination of both.

USE/ADVANTAGE - For use by police, border control, military. No cables required, can be set up anywhere, **offers** selected **target** profiles.

Dwg.1/3|

DE- <TITLE TERMS> MOBILE; PROJECT; TARGET; SHALLOW; TRAY; HOUSING; REMOTE;
 CONTROL; MOVEMENT; PROJECT; UPRIGHT; SCREEN|
 DC- P82; Q79; S06; W04; W07|
 IC- <MAIN> F41J-007/00|
 IC- <ADDITIONAL> G03B-021/10|
 MC- <EPI> S06-B06A; W04-Q01; W07-D01|
 FS- EPI; EngPI||

10/4/13 (Item 13 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*
 AA- 1996-266126/199627|
 XR- <XRPX> N96-223881|
 TI- Image input unit with vibration proof function e.g **video camera** -
 has correcting paid which performs optical signal path correction based
 on output signal of operation part and corrects video signal|
 PA- CANON KK (CANO)|
 NC- 001|
 NP- 001|
 PN- JP 8111809 A 19960430 JP 94270633 A 19941007 199627 B|
 AN- <LOCAL> JP 94270633 A 19941007|
 AN- <PR> JP 94270633 A 19941007|
 FD- JP 8111809 A H04N-005/232|
 LA- JP 8111809(8)|
 AB- <BASIC> JP 8111809 A

The input unit has an oscillation detection sensor (14) which detects the vibration of an image pickup part (1). A drive motor (25) rotates the image pickup part. A controller (21) controls the drive motor.

A pair of operation parts (1505,1512) calculates fluctuation in voltage from the oscillation detection part based on the control signal of the drive motor. A correcting part (15) performs optical signal path correction, based on the output signal of the operation part and

corrects the video signal.

USE/ADVANTAGE - For image input to computer. Offers image with good visual angle. Facilitates quick focussing of video target point.

Dwg.1/3|

DE- <TITLE TERMS> IMAGE; INPUT; UNIT; VIBRATION; PROOF; FUNCTION; VIDEO; CAMERA; CORRECT; PAY; PERFORMANCE; OPTICAL; SIGNAL; PATH; CORRECT; BASED; OUTPUT; SIGNAL; OPERATE; PART; CORRECT; VIDEO; SIGNAL|

DC- T01; W04|

IC- <MAIN> H04N-005/232|

MC- <EPI> T01-J10A; W04-M01D2X; W04-M01D7|

FS- EPI||

10/4/14 (Item 14 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*

AA- 1996-249502/199625|

XR- <XRPX> N96-209755|

TI- Printing channel looking and listening method in terminal equipment , centre device of video on demand system CATV - involves skipping broadcast of following preview image based on demand from terminal equipment|

PA- TOSHIBA KK (TOKE)|

NC- 001|

NP- 001|

PN- JP 8102927 A 19960416 JP 94261303 A 19940930 199625 B|

AN- <LOCAL> JP 94261303 A 19940930|

AN- <PR> JP 94261303 A 19940930|

FD- JP 8102927 A H04N-007/16|

LA- JP 8102927(10)|

AB- <BASIC> JP 8102927 A

The method involves transmission of the preview image of two or more programmes from a centre device (10) to a terminal equipment (21) through an exclusive channel. The time sequential target is followed and the preview image is broadcast.

The preview image from the centre device skips the following radio image based on the demand from the terminal equipment.

ADVANTAGE - Improves operativity. Provides active looking and listening of preview channel.

Dwg.3/13|

DE- <TITLE TERMS> PRINT; CHANNEL; LISTENER; METHOD; TERMINAL; EQUIPMENT; CENTRE; DEVICE; VIDEO; DEMAND; SYSTEM; CATV; SKIP; BROADCAST; FOLLOW; PREVIEW; IMAGE; BASED; DEMAND; TERMINAL; EQUIPMENT|

DC- W02; W03|

IC- <MAIN> H04N-007/16|

MC- <EPI> W02-F03A5; W02-F05A3C; W03-A16C|

FS- EPI||

10/4/15 (Item 15 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

IM- *Image available*

AA- 1996-004476/199601|

XR- <XRPX> N96-004164|

TI- Video viewer for OHP - uses half mirror which matches optical axis of light source with optical axis of video camera |

PA- VICTOR CO OF JAPAN (VICO)|

NC- 001|

?t15/3,k/all

15/3,K/1 (Item 1 from file: 349)
DIALOG(R) File 349:PCT FULLTEXT
(c) 2003 WIPO/Univentio. All rts. reserv.

00848910 **Image available**

METHOD AND SYSTEM FOR INTEGRATING INTERNET ADVERTISING WITH TELEVISION
COMMERCIALS

PROCEDE ET SYSTEME D'INTEGRATION DE PUBLICITE INTERNET DANS DES SPOTS
PUBLICITAIRES TELEVISES

Patent Applicant/Assignee:

METATV INC, 100 Ebbtide Avenue, Sausalito, CA 94965, US, US (Residence),
US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

SAHOTA Ranjit, 457 Scenic Road, Fairfax, CA 94930, US, US (Residence), US
(Nationality), (Designated only for: US)

Legal Representative:

MALLIE Michael J (et al) (agent), Blakely, Sokoloff, Taylor & Zafman LLP,
7th floor, 12400 Wilshire Boulevard, Los Angeles, CA 90025, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200182614 A1 20011101 (WO 0182614)

Application: WO 2001US13290 20010424 (PCT/WO US0113290)

Priority Application: US 2000199686 20000424; US 2001841149 20010423

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR

KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE

SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5329

Consider all

...International Patent Class: G06F-003/00 ...

... G06F-013/00

Fulltext Availability:

Detailed Description

Detailed Description

... personalization rules and demographic targeting rules.

[00241 For example, integration platform architecture 1 10 can **target** a
specific **audience** (e.g., young adults) by integrating Internet
advertisement content 1 12 for **TV** commercial 108 during a popular
young adult program defined by a rule. In another embodiment...source
219; x digital subscriber loop (DSL) source 221,
7

cable modem source 223, and **video** server and tape **machine** source 210
via broadcast network 290. Integration platform architecture 1 10
includes device frameworks 270...to track the number of times a user
interacts with Internet advertising content 112 each **time** commercial
108 was displayed on **TV** 104. In one embodiment, device frameworks 207
is programmed or configured to provide such
9...

15/3,K/2 (Item 2 from file: 349)
DIALOG(R) File 349:PCT FULLTEXT

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00843194

**METHOD OF PROVIDING ADVERTISEMENT DATA FROM A SERVER TO A MOBILE TELEPHONE
PROCEDE PERMETTANT DE TRANSMETTRE DES DONNEES D'ANNONCES PUBLICITAIRES D'UN
SERVEUR A UN TELEPHONE MOBILE**

Patent Applicant/Assignee:

SAVERFONE LIMITED, 24 Nutford Place, London W1H 5YN, GB, GB (Residence),
GB (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

WUNKER Stephen, 6a Powis Gardens, London W11 1JG, GB, GB (Residence), US
(Nationality), (Designated only for: US)

Legal Representative:

ORIGIN LIMITED (agent), 52 Muswell Hill Road, London N10 3JR, GB,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200176173 A2-A3 20011011 (WO 0176173)

Application: WO 2001GB1532 20010403 (PCT/WO GB0101532)

Priority Application: GB 20008109 20000403

Designated States: JP US

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 4519

Main International Patent Class: G06F-017/30

International Patent Class: G06F-017/60 ...

Fulltext Availability: .

Detailed Description

Detailed Description

... UMTS, but also any other kind of wireless communications system, such
as

Bluetooth and any kind of protocol, including WAR

Description of the Prior Art

Advertisers use many techniques to target their advertising to
specific groups of people. For example, television advertisements are
carefully placed during and after programmes of interest to the
advertisers' target audience; print media advertisements are placed
in the appropriate sections of relevant magazines etc. Advertising
hoardings on the sides of roads and buildings provide the same function;
passing trade can...

15/3,K/3 (Item 3 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00569851 **Image available**

**SMART AGENT BASED ON HABIT, STATISTICAL INFERENCE AND PSYCHO-DEMOGRAPHIC
PROFILING**

**AGENT INTELLIGENT A BASE D'HABITUDES, D'INFERENCES STATISTIQUES ET DE
PROFILS PSYCHO-DEMOGRAPHIQUES**

Patent Applicant/Assignee:

INDEX SYSTEMS INC,
YUEN Henry C,

Inventor(s):

YUEN Henry C,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200033224 A1 20000608 (WO 0033224)

Application: WO 99US28335 19991130 (PCT/WO US9928335)

Priority Application: US 98110301 19981130

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ
 TM TR TT TZ UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM
 AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL
 PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English
 Fulltext Word Count: 12858

Main International Patent Class: G06F-017/60
 Fulltext Availability:
 Detailed Description

Detailed Description

... monetary contribution, respond to a survey, answer a question, or participating in contests with other **viewers**, for example. This 3 0 **type of advertising** allows the advertiser to directly **target** a particular **viewer** or particular program and it allows the **viewer** to directly purchase the advertised product during the advertisement.

In another example, the **television** network that is broadcasting the program may provide an icon that allows the viewer to...

15/3,K/4 (Item 4 from file: 349)
 DIALOG(R)File 349:PCT FULLTEXT
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00496119 **Image available**

METHOD AND APPARATUS FOR ANALYZING MEDIA-RELATED DATA
PROCEDE ET DISPOSITIF D'ANALYSE DE DONNEES SE RAPPORTANT A DES SUPPORTS
 Patent Applicant/Assignee:

CANNON HOLDINGS L L C,
 Inventor(s):

CANNON Mark E,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9927471 A1 19990603
 Application: WO 98US25095 19981124 (PCT/WO US9825095)
 Priority Application: US 97977969 19971125

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
 FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD
 MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ
 VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH
 CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW
 ML MR NE SN TD TG

Publication Language: English
 Fulltext Word Count: 16865

Main International Patent Class: G06F-017/30
 ...International Patent Class: G06F-017/60
 Fulltext Availability:
 Detailed Description

Detailed Description

... of a given advertising campaign, it is very useful to have demographic information about the **television** viewing **audience** that will help to **match** the **advertising** campaign with the **target** market. This demographic information can include information such as a **viewer**'s age, geographical location, income, and level of education. These factors ... time of day for broadcasting the television program are all relevant variables in determining what **kind of advertising** slots should be purchased to most effectively market a given product to a given **target** market.

t@

To effectively deten-nine which shows are most favored by the desired
target...

?

?t16/3,k/all

16/3,K/1 (Item 1 from file: 348)
 DIALOG(R)File 348:EUROPEAN PATENTS
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01446715

Interactive television program guide system for determining user values for demographic categories

Interaktives Fernsehprogrammfuhrersystem zur Bestimmung von Benutzerwerten fur demographische Kategorien

Guide interactif de programmes de television permettant de determiner des valeurs d' entree utilisateur pour des categories demographiques

PATENT ASSIGNEE:

United Video Properties, Inc., (2770780), 7140 South Lewis Avenue, Tulsa, OK 74136, (US), (Applicant designated States: all)

INVENTOR:

Knee, Robert, A., 747 Grissom Drive, Landsdale, PA 19446, (US)
 Reynolds, Steven, J., 1568 Meyerwood Circle, Littleton, CO 80129, (US)
 The other inventors have agreed to waive their entitlement to designation.

LEGAL REPRESENTATIVE:

Hibbert, Juliet Jane Grace et al (79376), Kilburn & Strode, 20 Red Lion Street, London WC1R 4PJ, (GB)

PATENT (CC, No, Kind, Date): EP 1237372 A1 020904 (Basic)

APPLICATION (CC, No, Date): EP 2002011429 990513;

PRIORITY (CC, No, Date): US 85750 P 980515; US 139777 980825

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU; MC; NL; PT; SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 1078525 (EP 99924223)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173; H04N-005/445

ABSTRACT WORD COUNT: 126

NOTE:

Figure number on first page: NONE

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 200236 | 777 |
| SPEC A | (English) | 200236 | 4906 |
| Total word count - document A | | | 5683 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 5683 |

...SPECIFICATION that is representative of the user's demographic profile is stored in the user's **television** equipment 44. At step 70, **advertisements** with associated demographic **category** information (representative of the **audiences** to which the advertisers desire to **target** the **advertisements**) are distributed to the user **television** equipment (e.g., by transmission from main facility 32 and distribution via television distribution facility...

16/3,K/2 (Item 2 from file: 348)
 DIALOG(R)File 348:EUROPEAN PATENTS
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01446714

Program guide system with targeted advertising

Programmfuhrungssystem mit gezielter Werbung

Systeme de guides de programmes comportant des publicites cibles

PATENT ASSIGNEE:

United Video Properties, Inc., (2770780), 7140 South Lewis Avenue, Tulsa,
OK 74136, (US), (Applicant designated States: all)

INVENTOR:

Knudson, Edward B., 11055 West Rowland Avenue, Littleton, Colorado 80127,
(US)
Ellis, Michael D., 1300 Kingwood Place, Boulder,, Colorado 80304, (US)
Knee, Robert A., 747 Grissom Drive, Lansdale,, Pennsylvania 19447, (US)
Carpenter, Kenneth, F. Jr., 544 South Brentwood Drive, Mount Laurel,, New
Jersey 08054, (US)

LEGAL REPRESENTATIVE:

Hale, Peter et al (60281), Kilburn & Strode 20 Red Lion Street, London
WC1R 4PJ, (GB)

PATENT (CC, No, Kind, Date): EP 1237367 A1 020904 (Basic)

APPLICATION (CC, No, Date): EP 2002011161 990225;

PRIORITY (CC, No, Date): US 34939 980304

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
LU; MC; NL; PT; SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 1058999 (EP 99909623)

INTERNATIONAL PATENT CLASS: H04N-005/445; H04N-007/16; H04N-007/173

ABSTRACT WORD COUNT: 95

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 200236 | 3288 |
| SPEC A | (English) | 200236 | 10777 |
| Total word count - document A | | | 14065 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 14065 |

...SPECIFICATION A1

Background of the Invention

This invention relates to interactive **television** program guides, and more particularly, to techniques for presenting **targeted advertising** to users of such television program guides.

Cable, satellite, and broadcast **television** systems provide **viewers** with a large number of **television** channels. Viewers have traditionally consulted printed **television** program **schedules** to determine the programs being broadcast at a particular **time**. More recently, interactive electronic **television** program guides have been developed that allow television program information to be displayed on a...infrared transmitter) that direct videocassette recorder 50 to start and stop recording at the appropriate **times**.

During use of the interactive **television** program guide implemented on set-top box 48, television program listings may be displayed on...

...trackball, dedicated set of buttons, etc.

Communications paths 46 preferably have sufficient bandwidth to allow **television** distribution facility 38 to distribute **scheduled television** programming, pay programming, advertising and other promotional videos, and other video information to set-top...listings, etc.

An example of a program guide feature that may be used for browsing **television** program listings one at a **time** is shown in FIG. 4. The user watches television (e.g., channel 9 in the...

...browse time 71. As the user browses for information on television programs appearing on different **television** channels and at various

broadcast times , the **television** channel to which the user is tuned (channel 9 in the example of FIG. 4...

...a reminder for a television program that the user wishes to watch at a later **time** . Just before the **television** program for which a reminder has been set is to be broadcast, a reminder message...Selecting tell me more option 136 allows additional information on the content and available broadcast **times** of the **movie** to be provided to the user. The user can cancel screen 134 by selecting no...screen 236 of FIG. 20. In movie information screen 236, information is presented on the **scheduled** broadcast **times** of the **movie** , the **movie** title, and a description of the movie. In addition, a targeted advertisement 238 may be...system further comprising:

- a television distribution facility for distributing television programming to the user television **equipment** ; and
- a **video** server located in the television distribution facility for providing targeted advertisements containing video.

Preferably the...

...plurality of network nodes for use in providing the television progressing to the user television **equipment** ; and

- video** servers located at some of the networks nodes for providing targeted advertisements containing video.

Preferably...

16/3,K/3 (Item 3 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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01438384

System, method, and software application for targeted advertising via behavioral model clustering, and preference programming based on behavioral model clusters

System, Verfahren und Software für die Bereitstellung einer gezielten Werbung durch Benutzerprofildatenstruktur basierend auf Benutzerpräferenzen

Systeme, procede et logiciel pour publicite ciblee a l'aide d'une structure de donnees des profils utilisateur basee sur les preferences de ces utilisateurs

PATENT ASSIGNEE:

Metabyte Networks, Inc., (3982700), 240 Wingfoot Drive, Aptos, California 95003, (US), (Applicant designated States: all)

INVENTOR:

Bentolila, Isaac, 517 36th Avenue, Apt. 201, San Francisco, CA 95051, (US)

Zhou, Yiming, 4800 La Habra ST., Union City, CA 94587, (US)

Ismail, Labeeb, 1369 Hyde Street #35, San Francisco, CA 94109, (US)

Humpleman, Richard, 343 Lower Vinters Circle, Fremont, CA 94539, (US)

LEGAL REPRESENTATIVE:

Bongiovanni, Simone et al (95292), Studio Torta S.r.l Via Viotti, 9, 10121 Torino, (IT)

PATENT (CC, No, Kind, Date): EP 1223757 A2 020717 (Basic)

APPLICATION (CC, No, Date): EP 2002000454 020108;

PRIORITY (CC, No, Date): US 260745 P 010109

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU; MC; NL; PT; SE; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: H04N-007/06

ABSTRACT WORD COUNT: 145

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 200229 | 1644 |
| SPEC A | (English) | 200229 | 21787 |
| Total word count - document A | | | 23431 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 23431 |

...SPECIFICATION channel electronic programming guide (EPG) construction, preferential program storage, and automatic programming recommendations.

The novel **Ad targeting** system infers a **TV user's advertising category** without requiring the **viewer** to explicitly enter the information. An advertising **category**, herein, refers to a set of descriptive characteristics that groups a subset of users into...

...that can efficiently separate, or classify, the vast majority of viewers. In addition to automatically **targeting advertising category** members, the goal is to apply the behavioral modeling engine and database to determine a...system. The MemberAgent compares the real-time TV user's usage behavior to the advertising **category** templates and calculates a probability distribution of the user's **advertising category**.

Fig. 9 outlines the **TV Ad targeting** system according to the preferred embodiment. The TASAgent receives **Ads** from the **TV** head-end, and interprets the **Ads targeting** metadata. The TASAgent compares the **target audience**, specified by the **Ad's targeting** query expression, against items selected from the household users **advertising category** predictions data, and produces a **targeting** rating that the TASAgent, and PresAgent use to determine which **Ads** should be stored, and displayed respectively.

Referring now to Fig. 10, there is illustrated the...

16/3,K/4 (Item 4 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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01429948

Targeting advertisements to television terminals

Gezielte Werbung fur Fernsehengerate

Publicites cibles aux terminaux de television

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (Applicant designated States: all)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
McCoskey, John S., 4692 N. Lariat Drive, Castle Rock, CO 80104, (US)
Asmussen, Michael L., 2627 Meadow Hall Drive, Herndon, VA20171, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 1207697 A1 020522 (Basic)

APPLICATION (CC, No, Date): EP 2001129434 990401;

PRIORITY (CC, No, Date): US 54419 980403

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
LU; MC; NL; PT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

RELATED PARENT NUMBER(S) - PN (AN):

EP 1068729 (EP 99915198)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173

ABSTRACT WORD COUNT: 204

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 200221 | 374 |
| SPEC A | (English) | 200221 | 38731 |
| Total word count - document A | | | 39105 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 39105 |

...SPECIFICATION television world, networks manage the program lineup for individual channels. Each network analyzes ratings for **television** shows and determines the appropriate **schedule** or program lineup to gain market share and revenue from advertising. Program ratings are determined

...next week, for example.

A television terminal data gathering routine allows the program controller to **schedule** and perform polling of all **television** terminals operating in the system. The software also provides the program controller with a means of processing status reports received from **television** terminals in response to polling requests.

A video **targeting** routine makes use of a **viewer**'s demographic information and viewing habits to determine those **advertisements** that may be most effective when displayed to that particular viewer. In so doing, the...that the switch was made. The accumulated switching history information will be collected from the **television** terminal at a later **time** for review purposes. For example, upon command from the control points, the television terminal will...CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...

...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends are not constrained...

...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not...multiple packager workstations 262, a central processing unit 264, a multiple channel architecture module 265, **video** /audio editing **equipment** 266, and one or more databases 268 and 269. Additional remotely located databases, such as...

...be described in detail later with reference to Figures 4a-4e.

The functions of the **video** /audio **equipment** 266 include digitizing analog programs, digitizing and compressing analog programs (in a single step, e...

...through external video controls 272. When necessary, video is manipulated, formatted and/or digitized using **video** /audio **equipment** 266 which is controlled by CAP 264.

Referring back to Figure 2a, an overview of...address, phone number,...) and assigned set top converter.

The TAPE MACHINE Database file 519 contains **video** tape or CD **machine** information. Each machine is assigned a unique ID, its control port address, its A/B...

...includes one or more CRT screens, a keyboard, a mouse (or cursor

movement), and standard **video** editing **equipment** . In large operations centers 202, multiple packager consoles 262 may be needed for the CAP... same movie may be shown continuously and simultaneously on different channels. Each channel starts the **movie** at a different **time** allowing the subscriber to choose a more suitable **movie** starting **time** (e.g., every 15 minutes).

In order to accommodate cable TV systems that have different...shows in particular categories that the viewer watches in a given week such as, sports, **movies** , documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting advertisements** to the **viewer** may be used.

In addition to gathering demographics at the set top terminal 220, the ...access system (not depicted), the software of this routine 372 would be changed.

The Alternate **Advertisement Targeting** routine 374 is the software that generates packages of **television commercials** and **advertisements** geared towards particular **viewers** and makes use of a **viewer** 's demographic information and viewing habits to determine those advertisements that are of most interest...

16/3,K/5 (Item 5 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
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01429947

Assigning targeted advertisements to multiple broadcast channels
Zuweisung gezielter Werbung an mehrere Rundfunkkanäle
Affectation de publicites cible aux plusieurs canaux de radiodiffusion
PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (Applicant designated States: all)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20584, (US)
Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
McCoskey, John S., 4692 N. Lariat Drive, Castle Rock, CO 80104, (US)
Asmussen, Michael L., 2627 Meadow Hall Drive, Herndon, VA 20171, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 1207696 A1 020522 (Basic)

APPLICATION (CC, No, Date): EP 2001129426 990401;

PRIORITY (CC, No, Date): US 54419 980403

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
LU; MC; NL; PT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

RELATED PARENT NUMBER(S) - PN (AN):

EP 1068729 (EP 99915198)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173

ABSTRACT WORD COUNT: 204

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 200221 | 319 |
| SPEC A | (English) | 200221 | 38713 |
| Total word count - document A | | | 39032 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 39032 |

...SPECIFICATION television world, networks manage the program lineup for individual channels. Each network analyzes ratings for **television** shows and determines the appropriate **schedule** or program lineup to gain market share and revenue from advertising. Program ratings are determined ...

...next week, for example.

A television terminal data gathering routine allows the program controller to **schedule** and perform polling of all **television** terminals operating in the system. The software also provides the program controller with a means of processing status reports received from **television** terminals in response to polling requests.

A video **targeting** routine makes use of a **viewer**'s demographic information and viewing habits to determine those **advertisements** that may be most effective when displayed to that particular viewer. In so doing, the...that the switch was made. The accumulated switching history information will be collected from the **television** terminal at a later **time** for review purposes. For example, upon command from the control points, the television terminal will...CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...

...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends are not constrained...

...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not...multiple packager workstations 262, a central processing unit 264, a multiple channel architecture module 265, **video** /audio editing **equipment** 266, and one or more databases 268 and 269. Additional remotely located databases, such as...

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...through external video controls 272. When necessary, video is manipulated, formatted and/or digitized using **video** /audio **equipment** 266 which is controlled by CAP 264.

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...includes one or more CRT screens, a keyboard, a mouse (or cursor movement), and standard **video** editing **equipment**. In large operations centers 202, multiple packager consoles 262 may be needed for the CAP... same movie may be shown continuously and simultaneously on different channels. Each channel starts the **movie** at a different **time** allowing the subscriber to choose a more suitable **movie** starting **time** (e.g., every 15 minutes).

In order to accommodate cable TV systems that have different...shows in particular categories that the viewer watches in a given week such as, sports, **movies**, documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting** **advertisements** to the **viewer** may be used.

In addition to gathering demographics at the set top terminal 220, the ...access system (not depicted), the software of this routine 372 would be changed.

The Alternate **Advertisement Targeting** routine 374 is the software that generates packages of **television commercials** and **advertisements** geared towards particular **viewers** and makes use of a **viewer's** demographic information and viewing habits to determine those advertisements that are of most interest...

16/3,K/6 (Item 6 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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01429944

Targeted advertising in a cable television system

Gezieltes Werben in einem Kabelfernsehsystem

Publicite ciblee dans un systeme de television par cable

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (Applicant designated States: all)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)

Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 1207695 A1 020522 (Basic)

APPLICATION (CC, No, Date): EP 2001129011 931202;

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 822718 (EP 97112080)

EP 673579 (EP 94903360)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173

ABSTRACT WORD COUNT: 90

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 200221 | 1064 |
| SPEC A | (English) | 200221 | 21707 |
| Total word count - document A | | | 22771 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 22771 |

...SPECIFICATION television world, networks manage the program lineup for individual channels. Each network analyzes ratings for **television** shows and determines the appropriate **schedule** or program lineup to gain market share and revenue from advertising. Program ratings are determined ...

...terminals without relying on telephone lines. In addition, these cable headends have no means for **targeting advertisements** to particular consumers and **viewers**.

What is needed is a network controller for a digital cable headend used in a **television** delivery system.

What is needed Is a versatile network controller for a cable headend.
What...

...information received from an external source.

What is needed is a network controller capable of **targeting** video to

viewers .

What is needed is a network controller capable of **targeting television commercials** to specific consumers and **viewers** .

What is needed is a network controller capable of gathering information on programs watched by...the invention to provide a network controller capable of targeting specific video/audio to specific **viewers** .

It is an object of the invention to provide a network controller capable of **targeting television commercials** to specific consumers and **viewers** .

It is an object of the invention to provide a network controller capable of retrieving...CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video editing equipment** . A programmer packages the signals by entering certain information into the CAP. This information includes...

...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program time with local advertising and/or local programming. Consequently, the local cable headends 208 are not...appears at the lower center part of the screen "PRESS HERE TO RETURN TO CABLE TV " 1058 appears many times throughout the menu sequence. This text may also be stored locally at the set top...shows in particular categories that the viewer watches in a given week such as, sports, **movies** , documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting advertisements** to the **viewer** may be used.

In addition to gathering demographics at the set top terminal 220, the ...random access system (not depicted), the software of this routine 372 would be changed.

The **Advertisement Targeting** routine 374 is the software that generates packages of **television commercials** and **advertisements** geared towards particular **viewers** and makes use of a **viewer 's** demographic information and viewing habits to determine those advertisements that are of most interest...

16/3,K/7 (Item 7 from file: 348)
DIALOG(R) File 348:EUROPEAN PATENTS
(c) 2003 European Patent Office. All rts. reserv.

01364987

Advertising delivery method
Verfahren zur Bereitstellung von Werbung
Methode pour la livraison de publicite

PATENT ASSIGNEE:

Invidi Technologies Corporation, (3368780), Suite 620, Manulife Place,
10180 - 101 Street, Edmonton, Alberta T5J 3S4, (CA), (Applicant
designated States: all)

INVENTOR:

Wilson, Daniel C., 402 12331 Jasper Avenue, Edmonton, Alberta T5N 3K6,
(CA)
Boulet, Daniel A., 32 Meadowood Crescent, Sherwood Park, Alberta T8A 0L7,
(CA)
Torrieri, Sandro A., 15915 - 112 Street, Edmonton, Alberta T5X 4S7, (CA)
Michaels, Dean T., 62010180 - 101 Street, Edmonton, Alberta T5J 3S4, (CA)

LEGAL REPRESENTATIVE:

Shanks, Andrew et al (74561), Cruikshank & Fairweather, 19 Royal Exchange
Square, Glasgow G1 3AE, (GB)

PATENT (CC, No, Kind, Date): EP 1162840 A2 011212 (Basic)

APPLICATION (CC, No, Date): EP 2001305034 010608;

PRIORITY (CC, No, Date): US 210468 000609

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
LU; MC; NL; PT; SE; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

April 4, 2003 9 17:30

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173

ABSTRACT WORD COUNT: 156

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 200150 | 930 |
| SPEC A | (English) | 200150 | 10209 |
| Total word count - document A | | | 11139 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 11139 |

...SPECIFICATION non-targeted advertisements. It is thus desirable for an advertiser to acquire information on a **customer** that permits the advertiser to identify **customers** that might be more receptive to the **advertisement** from the advertiser. The **kind** of information that would assist in **targeting customers** includes personal information such as the **kind** of **television** shows the **customer** watches, geographic location of the customer and the gender, age and interests of the customer...

16/3,K/8 (Item 8 from file: 348)

DIALOG(R)File 348;EUROPEAN PATENTS

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01340663

Integrated digital production line for visual products

Integrierte digitale Produktionslinie fur visuelle Produkte

Chaine de production numerique ,integree pour des produits visuels

PATENT ASSIGNEE:

TRW Inc., (376414), One Space Park, Redondo Beach, California 90278, (US)
, (Applicant designated States: all)

INVENTOR:

Gritzmacher, Thomas J., 20825 Tomlee Avenue, Torrance, 90503 California, (US)
Siegel, Neil G., 38 Cinnamon Lane, Rancho Palos Verdes,, 90274 California, (US)
Blotky, Randolph M., 249 Tigertail Road, Los Angeles,, 90049 California, (US)

LEGAL REPRESENTATIVE:

Schmidt, Steffen J., Dipl.-Ing. (70552), Wuesthoff & Wuesthoff, Patent- und Rechtsanwälte, Schweigerstrasse 2, 81541 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 1146742 A1 011017 (Basic)

APPLICATION (CC, No, Date): EP 2001104411 010226;

PRIORITY (CC, No, Date): US 536110 000324

DESIGNATED STATES: DE; FR; GB

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: H04N-007/173; G11B-027/031

ABSTRACT WORD COUNT: 180

NOTE:

Figure number on first page: NONE

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|-------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 200142 | 759 |
| SPEC A | (English) | 200142 | 7014 |
| Total word count - document A | | | 7773 |
| Total word count - document B | | | 0 |

Total word count - documents A + B 7773

...SPECIFICATION the current process 202, step 1 is the acquisition of content during location shooting using **film cameras** . In the current process 202, the film negatives are then sent physically to a film... involves an even more time-consuming approach, since there are usually several (often 6-12) **film cameras** , separated by many miles, to film the same test event from multiple aspects. Film from...
 ...each digitized file is of the same quality as the original no matter how many **times** it is viewed (whereas with **film** , scratches and dust decrease the quality with each showing).
 With the Integrated Digital Production Line...the computer, to be inserted prior to the viewing or exhibition of the content or **movie** . For example, the theater could select **advertising tailored or targeted** to **viewers** of specific **movies** . Alternatively, the content owner may provide and/or specify that specific advertising should be inserted...
 ...located at a test site (for government application) or at the location shoot. The audio/ **video** content output from **camera** 408 is then digitized by a digitizer 410 (a telecine device is often used), outputting...

16/3,K/9 (Item 9 from file: 348)
 DIALOG(R)File 348:EUROPEAN PATENTS
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01276180

An interactive television system
Interaktives Fernsehsystem
Systeme interactif de television

PATENT ASSIGNEE:

ACTV, INC., (993832), Rockefeller Center, Suite 2401, 1270 Avenue of the Americas, New York, NY 10020, (US), (Applicant designated States: all)

INVENTOR:

Harper, Gregory W., 410 East 50th Street, New York, NY 10022, (US)
 Freeman, Michael J., 6-B Blue Sea Lane, Kings Point, NY 11024, (US)

LEGAL REPRESENTATIVE:

Needle, Jacqueline (34263), W.H. BECK, GREENER & CO 7 Stone Buildings
 Lincoln's Inn, London WC2A 3SZ, (GB)

PATENT (CC, No, Kind, Date): EP 1098532 A2 010509 (Basic)

APPLICATION (CC, No, Date): EP 127064 960517;

PRIORITY (CC, No, Date): US 443607 950518

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; LU; MC;
 NL; PT; SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 826287 (EP 96920299)

INTERNATIONAL PATENT CLASS: H04N-007/58

ABSTRACT WORD COUNT: 184

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 200119 | 2532 |
| SPEC A | (English) | 200119 | 8299 |
| Total word count - document A | | | 10831 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 10831 |

...SPECIFICATION discloses the use of a conventional cable television system to develop an interactive system. Standard **television** channels with **time** synchronized content are broadcast to a plurality of users. Each user switches between channels responsive...

...No. 4,602,279 discloses the use of a memory to store demographic profiles of **television viewers**. This information is stored to be recalled later for providing **target specific advertising**, for example.

In embodiments, the video signals are converted into digital format for transmission. In...

...CLAIMS signals.

2. An interactive television system comprising:
a receiver for receiving a program which is **filmed** using multiple **cameras** situated at various camera viewpoints, the broadcast program having a plurality of digital video signals...

...live interactive digital television, comprising the steps of:
obtaining video signals from a plurality of **video cameras**, one or more of the cameras relaying a different view of an event;
digitally encoding...

16/3,K/10 (Item 10 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2003 European Patent Office. All rts. reserv.

01111910

INTERACTIVE TELEVISION PROGRAM GUIDE SYSTEM FOR DETERMINING USER VALUES FOR DEMOGRAPHIC CATEGORIES

INTERAKTIVES FERNSEHPROGRAMMFUEHRUNGSSYSTEM ZUR BESTIMMUNG VON BENUTZERWERTEN FUR DEMOGRAPHISCHE KATEGORIEN

GUIDE INTERACTIF DE PROGRAMMES DE TELEVISION PERMETTANT DE DETERMINER DES VALEURS D'ENTREE UTILISATEUR POUR DES CATEGORIES DEMOGRAPHIQUES

PATENT ASSIGNEE:

United Video Properties, Inc., (2770780), 7140 South Lewis Avenue, Tulsa, OK 74136, (US), (Proprietor designated states: all)

INVENTOR:

KNEE, Robert, A., 747 Grissom Drive, Lansdale, PA 19446, (US)
REYNOLDS, Steven, J., 812 Altair Drive, Littleton, CO 80124, (US)
ELLIS, Michael, D., 1300 Kingwood Place, Boulder, CO 80304, (US)
HASSELL, Joel, G., 8246 Yarrow Court, Arvada, CO 80005, (US)

LEGAL REPRESENTATIVE:

Hale, Peter et al (60281), Kilburn & Strode 20 Red Lion Street, London WC1R 4PJ, (GB)

PATENT (CC, No, Kind, Date): EP 1078525 A1 010228 (Basic)
EP 1078525 B1 020918
WO 99060789 991125

APPLICATION (CC, No, Date): EP 99924223 990513; WO 99US10586 990513

PRIORITY (CC, No, Date): US 85750 P 980515; US 139777 980825

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU; MC; NL; PT; SE

RELATED DIVISIONAL NUMBER(S) - PN (AN):

EP 1237372 (EP 2002011429)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173

NOTE:

No A-document published by EPO

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|----------------|-----------|--------|------------|
| CLAIMS B | (English) | 200238 | 813 |

| | | | |
|------------------------------------|-----------|--------|------|
| CLAIMS B | (German) | 200238 | 757 |
| CLAIMS B | (French) | 200238 | 913 |
| SPEC B | (English) | 200238 | 4086 |
| Total word count - document A | | | 0 |
| Total word count - document B | | | 6569 |
| Total word count - documents A + B | | | 6569 |

...SPECIFICATION that is representative of the user's demographic profile is stored in the user's **television** equipment 44. At step 70, **advertisements** with associated demographic **category** information (representative of the **audiences** to which the advertisers desire to **target** the **advertisements**) are distributed to the user **television** equipment (e.g., by transmission from main facility 32 and distribution via television distribution facility...

16/3,K/11 (Item 11 from file: 348)
 DIALOG(R) File 348:EUROPEAN PATENTS
 (c) 2003 European Patent Office. All rts. reserv.

01097500

TARGETED ADVERTISEMENT USING TELEVISION DELIVERY SYSTEMS
GEZIELTE WERBUNG UNTER VERWENDUNG EINES FERNSEHVERTEILSYSTEMS
ANNONCE PUBLICITAIRE CIBLEE UTILISANT DES SYSTEMES DE DIFFUSION TELEVISUELS
 PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
 Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)

INVENTOR:

HENDRICKS, John, S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
 BONNER, Alfred, E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
 MCCOSKEY, John, S., 4692 N. Lariat Drive, Castle Rock, CO 80104, (US)
 ASMUSSEN, Michael, L., 2627 Meadow Hall Drive, Herndon, VA 20171, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 1068729 A1 010117 (Basic)
 EP 1068729 B1 020717
 WO 9952285 991014

APPLICATION (CC, No, Date): EP 99915198 990401; WO 99US7206 990401

PRIORITY (CC, No, Date): US 54419 980403

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
 LU; MC; NL; PT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

RELATED DIVISIONAL NUMBER(S) - PN (AN):

EP 1207697 (EP 2001129434)

EP 1207696 (EP 2001129426)

INTERNATIONAL PATENT CLASS: H04N-007/173

NOTE:

No A-document published by EPO

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS B | (English) | 200229 | 1536 |
| CLAIMS B | (German) | 200229 | 1311 |
| CLAIMS B | (French) | 200229 | 1822 |
| SPEC B | (English) | 200229 | 38778 |
| Total word count - document A | | | 0 |
| Total word count - document B | | | 43447 |
| Total word count - documents A + B | | | 43447 |

...SPECIFICATION television world, networks manage the program lineup for individual channels. Each network analyzes ratings for **television** shows

and determines the appropriate **schedule** or program lineup to gain market share and revenue from advertising. Program ratings are determined ...

...terminals without relying on telephone lines. In addition, these cable headends have no means for **targeting advertisements** to particular consumers and **viewers** .

Prior art solutions include WO 96/08109, which discloses a video on demand **television** system that distributes advertisements based on information related to subscribers of the television system. A...:

...next week, for example.

A television terminal data gathering routine allows the program controller to **schedule** and perform polling of all **television** terminals operating in the system. The software also provides the program controller with a means of processing status reports received from **television** terminals in response to polling requests.

A video **targeting** routine makes use of a **viewer** 's demographic information and viewing habits to determine those **advertisements** that may be most effective when displayed to that particular viewer. In so doing, the...that the switch was made. The accumulated switching history information will be collected from the **television** terminal at a later **time** for review purposes. For example, upon command from the control points, the television terminal will...CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment** . A programmer packages the signals by entering certain information into the CAP. This information includes...

...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends are not constrained...

...for filling local available, program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not...multiple packager workstations 262, a central processing unit 264, a multiple channel architecture module 265, **video** /audio editing **equipment** 266, and one or more databases 268 and 269. Additional remotely located databases, such as...

...be described in detail later with reference to Figures 4a-4e.

The functions of the **video** /audio **equipment** 266 include digitizing analog programs, digitizing and compressing analog programs (in a single step, e...

...through external video controls 272. When necessary, video is manipulated, formatted and/or digitized using **video** /audio **equipment** 266 which is controlled by CAP 264.

Referring back to Figure 2a, an overview of...address, phone number,...) and assigned set top converter.

The TAPE MACHINE Database file 519 contains **video** tape or CD **machine** information. Each machine is assigned a unique ID, its control port address, its A/B...

...includes one or more CRT screens, a keyboard, a mouse (or cursor movement), and standard **video** editing **equipment** . In large operations centers 202, multiple packager consoles 262 may be needed for the CAP... same movie may be shown continuously and simultaneously on different channels. Each channel starts the **movie** at a different **time** allowing the subscriber to choose a more suitable **movie** starting **time** (e.g., every 15 minutes).

In order to accommodate cable TV systems that have different...shows in

particular categories that the viewer watches in a given week such as, sports, **movies**, documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting advertisements** to the **viewer** may be used.

In addition to gathering demographics at the set top terminal 220, the ...access system (not depicted), the software of this routine 372 would be changed.

The Alternate **Advertisement Targeting** routine 374 is the software that generates packages of **television commercials** and **advertisements** geared towards particular **viewers** and makes use of a **viewer's** demographic information and viewing habits to determine those advertisements that are of most interest...

...CLAIMS B1

1. A method for providing **targeted advertisements** to a plurality of **television** terminals (220), the method enabling allowing specific **advertisements** to be displayed to a particular **viewer**, comprising:

at a location (202) remote from the **television** terminals, assigning (275) at least one primary advertisement to a program channel; assigning (275), at...

16/3,K/12 (Item 12 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
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01037834

Method and apparatus for gathering program watched data
Verfahren und Gerat zur Erfassung von Programmeinschaltdaten
Procede et appareil de collecte de donnees pour un programme regarde
PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (applicant designated states:
AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;NL;PT;SE)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 920208 A1 990602 (Basic)

APPLICATION (CC, No, Date): EP 99100566 931202;

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 673579 (EP 949033609)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173;

ABSTRACT WORD COUNT: 72

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 9922 | 6224 |
| SPEC A | (English) | 9922 | 21746 |
| Total word count - document A | | | 27970 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 27970 |

....SPECIFICATION television world, networks manage the program lineup for individual channels. Each network analyzes ratings for **television** shows

and determines the appropriate **schedule** or program lineup to gain market share and revenue from advertising. Program ratings are determined ...

...terminals without relying on telephone lines. In addition, these cable headends have no means for **targeting advertisements** to particular consumers and **viewers**.

What is needed is a network controller for a digital cable headend used in a **television** delivery system.

What is needed is a versatile network controller for a cable headend.

What...information received from an external source.

What is needed is a network controller capable of **targeting** video to **viewers**.

What is needed is a network controller capable of **targeting television commercials** to specific consumers and **viewers**.

What is needed is a network controller capable of gathering information on programs watched by...the invention to provide a network controller capable of targeting specific video/audio to specific **viewers**.

It is an object of the invention to provide a network controller capable of **targeting television commercials** to specific consumers and **viewers**.

It is an object of the invention to provide a network controller capable of retrieving...CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not...appears at the lower center part of the screen "PRESS HERE TO RETURN TO CABLE **TV**" 1058 appears many **times** throughout the menu sequence. This text may also be stored locally at the set top...shows in particular categories that the viewer watches in a given week such as, sports, **movies**, documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting advertisements** to the **viewer** may be used.

In addition to gathering demographics at the set top terminal 220, the ...random access system (not depicted), the software of this routine 372 would be changed.

The **Advertisement Targeting** routine 374 is the software that generates packages of **television commercials** and **advertisements** geared towards particular **viewers** and makes use of a **viewer's** demographic information and viewing habits to determine those advertisements that are of most interest...

16/3,K/13 (Item 13 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

(c) 2003 European Patent Office. All rts. reserv.

01037833

Interactive terminal for television delivery system

Interaktives Endgerat fur Fernsehverteilssystem

Terminal interactif pour systeme de distribution de television

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (applicant designated states:
AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;NL;PT;SE)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
Wunderlich, Richard E., 2390 Hopewell Plantation Drive, Alpharetta, GA

30004, (US)

Berkobin, Eric C., 108 Hillview Court, Woodstock, GA 30188, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 920207 A1 990602 (Basic)

APPLICATION (CC, No, Date): EP 99100378 931202;

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 673583 (EP 949043921)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173;

ABSTRACT WORD COUNT: 191

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 9922 | 2710 |
| SPEC A | (English) | 9922 | 22437 |
| Total word count - document A | | | 25147 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 25147 |

...SPECIFICATION CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...

...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not...shows in particular categories that the viewer watches in a given week such as, sports, **movies**, documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting** **advertisements** to the **viewer** or suggesting programs may be used.

Once a personal profile has been created (in a...

...With this program selection feature, the set top terminal 220 can intelligently assist the specific **viewer** in selecting a **television** program.

The personal profile information may also be used in **targeting** **advertisements**. In the preferred embodiment, the network controller 214 can **target** specific **advertisements** to individual cable distribution network nodes or, alternatively, to individual subscribers. In order to accomplish...tape a movie.

After the VCR control feature is initiated, a menu screen confirms the **movie** selection, start date and start **time** and informs the subscriber that the VCR will be automatically turned on. During this submenu...

...the subscriber has chosen to return to regular TV. The subscriber's VCR or other **video** taping **equipment** must be connected to the set top terminal 220 for the automatic taping feature to...

16/3,K/14 (Item 14 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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01037832

Advanced set top terminal with electronic mailbox for cable television

delivery systems

Verbessertes Aufsatz-Endgerat mit elektronischem Briefkastensystem fur
Kabelfernsehverteilsysteme

Terminal prive perfectionne avec une boite aux lettres electronique pour
systemes de diffusion de programmes de television par cable

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (applicant designated states:
AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;NL;PT;SE)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
Wunderlich, Richard E., 2390 Hopewell Plantation Drive, Alpharetta, GA
30004, (US)
Berkobin, Eric C., 108 Hillview Court, Woodstock, GA 30188, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 920206 A1 990602 (Basic)

APPLICATION (CC, No, Date): EP 99100377 931202;

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 673583 (EP 949043921)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173;

ABSTRACT WORD COUNT: 176

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 9922 | 1838 |
| SPEC A | (English) | 9922 | 22890 |
| Total word count - document A | | | 24728 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 24728 |

...SPECIFICATION CAP). The CAP system normally includes at least one
computer monitor, keyboard, mouse, and standard **video** editing
equipment . A programmer packages the signals by entering certain
information into the CAP. This information includes...

...for filling local available program time in the packaged signal to
enable local cable and **television** companies to fill the program **time**
with local advertising and/or local programming. Consequently, the local
cable headends 208 are not...shows in particular categories that the
viewer watches in a given week such as, sports, **movies** , documentaries,
sitcoms, etc. Any demographic information which will assist the set top
terminal 220 in **targeting** **advertisements** to the **viewer** or
suggesting programs may be used.

Once a personal profile has been created (in a...

...With this program selection feature, the set top terminal 220 can
intelligently assist the specific **viewer** in selecting a **television**
program.

The personal profile information may also be used in **targeting**
advertisements . In the preferred embodiment, the network controller 214
can **target** specific **advertisements** to individual cable distribution
network nodes or, alternatively, to individual subscribers. In order to
accomplish...tape a movie.

After the VCR control feature is initiated, a menu screen confirms the
movie selection, start date and start **time** and informs the subscriber
that the VCR will be automatically turned on. During this submenu...

...the subscriber has chosen to return to regular TV. The subscriber's VCR or other **video** taping **equipment** must be connected to the set top terminal 220 for the automatic taping feature to...

16/3,K/15 (Item 15 from file: 348)

DIALOG(R) File 348:EUROPEAN PATENTS

(c) 2003 European Patent Office. All rts. reserv.

01020781

Terminal with multiple audio and video

Endgerat fur mehrere Ton- und Bildsignale

Terminal pour une pluralite de signaux audio et video

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (applicant designated states:
AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;NL;PT;SE)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
Wunderlich, Richard E., 2390 Hopewell Plantation Drive, Alpharetta, GA
30004, (US)
Berkobin, Eric C., 108 Hillview Court, Woodstock, GA 30188, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 912059 A2 990428 (Basic)
EP 912059 A3 990526

APPLICATION (CC, No, Date): EP 99100376 931202;

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 673583 (EP 949043921)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/167;

ABSTRACT WORD COUNT: 150

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 9917 | 2582 |
| SPEC A | (English) | 9917 | 22332 |
| Total word count - document A | | | 24914 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 24914 |

...SPECIFICATION CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not...shows in particular categories that the viewer watches in a given week such as, sports, **movies**, documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting advertisements** to the **viewer** or suggesting programs may be used.

Once a personal profile has been created (in a...

...With this program selection feature, the set top terminal 220 can intelligently assist the specific **viewer** in selecting a **television**

program.

The personal profile information may also be used in **targeting advertisements**. In the preferred embodiment, the network controller 214 can **target specific advertisements** to individual cable distribution network nodes or, alternatively, to individual subscribers. In order to accomplish...tape a movie.

After the VCR control feature is initiated, a menu screen confirms the **movie** selection, start date and start **time** and informs the subscriber that the VCR will be automatically turned on. During this submenu...

...the subscriber has chosen to return to regular TV. The subscriber's VCR or other **video** taping **equipment** must be connected to the set top terminal 220 for the automatic taping feature to...

16/3,K/16 (Item 16 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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01020780

Method and apparatus for providing broadcast data services

Vorrichtung und Verfahren zur Bereitstellung von Rundfunkdatendiensten

Procede et appareil a fournir des services de donnees de telediffusion

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (applicant designated states:
AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;NL;PT;SE)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
Wunderlich, Richard E., 2390 Hopewell Plantation Drive, Alpharetta, GA
30004, (US)

Berkobin, Eric C., 108 Hillview Court, Woodstock, GA 30188, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 912058 A2 990428 (Basic)
EP 912058 A3 990519

APPLICATION (CC, No, Date): EP 99100375 931202;

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 673583 (EP 949043921)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/167;

ABSTRACT WORD COUNT: 192

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 9917 | 3094 |
| SPEC A | (English) | 9917 | 23619 |
| Total word count - document A | | | 26713 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 26713 |

...SPECIFICATION CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...

...for filling local available program time in the packaged signal to

enable local cable and **television** companies to fill the program time with local advertising and/or local programming. Consequently, the local cable headends 208 are not...shows in particular categories that the viewer watches in a given week such as, sports, **movies**, documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting advertisements** to the **viewer** or suggesting programs may be used.

Once a personal profile has been created (in a...With this program selection feature, the set top terminal 220 can intelligently assist the specific **viewer** in selecting a **television** program.

The personal profile information may also be used in **targeting advertisements**. In the preferred embodiment, the network controller 214 can **target** specific **advertisements** to individual cable distribution network nodes or, alternatively, to individual subscribers. In order to accomplish...tape a movie.

After the VCR control feature is initiated, a menu screen confirms the **movie** selection, start date and start **time** and informs the subscriber that the VCR will be automatically turned on. During this submenu...the subscriber has chosen to return to regular TV. The subscriber's VCR or other **video** taping **equipment** must be connected to the set top terminal 220 for the automatic taping feature to...

...CLAIMS of claim 66, wherein the high data-rate transfer device is a modem.

74. A **television schedule** system, comprising:

- a **television** program delivery system, the television program delivery system providing television signals containing television programming and...

...the remote control uses one of infra red signaling and radio frequency signaling.

77. A **television schedule** system, comprising:

- a **television** program delivery system, the television service program delivery system sending television signals containing first data...

...the television programming, the menus and the data from the interactive data bases.

78. A **television schedule** system, comprising:

- a display that displays a menu of television programming; and
- a terminal coupled...selected, the processor automatically tunes to the desired program prior to the desired program start **time**.

83. A system for linking **television** programming to interactive data bases in a communications network, comprising:

- a television program delivery system...

...least one of the overlaid logos indicates a link to an interactive data base containing **television schedule** information, and wherein when the go button is operated, the **television schedule** information is displayed on the display.

86. The system of claim 82, wherein the terminal...

16/3,K/17 (Item 17 from file: 348)

DIALOG(R) File 348:EUROPEAN PATENTS

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01017131

Audio program reception terminal for television delivery system

Tonprogrammempfängerendgerät für Fernsehverteilssystem

Terminal recepteur de programme audio pour système de distribution de **television**

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (applicant designated states:
AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;NL;PT;SE)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
Wunderlich, Richard E., 2390 Hopewell Plantation Drive, Alpharetta, GA
30004, (US)

Berkobin, Eric C., 108 Hillview Court, Woodstock, GA 30188, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 910218 A2 990421 (Basic)
EP 910218 A3 990519

APPLICATION (CC, No, Date): EP 99100570 931202;

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 673583 (EP 949043921)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173;

ABSTRACT WORD COUNT: 134

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 9916 | 2404 |
| SPEC A | (English) | 9916 | 22416 |
| Total word count - document A | | | 24820 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 24820 |

...SPECIFICATION CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...
...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not...shows in particular categories that the viewer watches in a given week such as, sports, **movies**, documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting advertisements** to the **viewer** or suggesting programs may be used.

Once a personal profile has been created (in a...

...With this program selection feature, the set top terminal 220 can intelligently assist the specific **viewer** in selecting a **television** program.

The personal profile information may also be used in **targeting advertisements**. In the preferred embodiment, the network controller 214 can **target** specific **advertisements** to individual cable distribution network nodes or, alternatively, to individual subscribers. In order to accomplish...tape a movie.

After the VCR control feature is initiated, a menu screen confirms the **movie** selection, start date and start **time** and informs the subscriber that the VCR will be automatically turned on. During this submenu...
...the subscriber has chosen to return to regular TV. The subscriber's VCR or other **video** taping **equipment** must be connected to the set top terminal 220 for the automatic taping feature to...

16/3,K/18 (Item 18 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2003 European Patent Office. All rts. reserv.

00976636

SET TOP DEVICE FOR TARGETED ELECTRONIC INSERTION OF INDICIA INTO VIDEO
AUFSATZGERAT FUR GEZIELTE ELEKTRONISCHE EINBLENDUNG VON ZEICHEN IN
VIDEOSIGNALE

DISPOSITIF DECODEUR D'ABONNE PERMETTANT L'INSERTION ELECTRONIQUE CIBLEE
D'ELEMENTS VISUELS DANS LES VIDEOS

PATENT ASSIGNEE:

Princeton Video Image, Inc., (2188602), 15 Princess Road, Lawrenceville,
NJ 08648, (US), (Proprietor designated states: all)

INVENTOR:

ROSSER, Roy, 627 Brickhouse Road, Princeton, NJ 08540, (US)

LEGAL REPRESENTATIVE:

Calderbank, Thomas Roger et al (50122), MEWBURN ELLIS York House 23
Kingsway, London WC2B 6HP, (GB)

PATENT (CC, No, Kind, Date): EP 947096 A1 991006 (Basic)
EP 947096 B1 020828
WO 98028906 980702

APPLICATION (CC, No, Date): EP 97952519 971217; WO 97US23396 971217

PRIORITY (CC, No, Date): US 34517 961220

DESIGNATED STATES (Pub A): AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT;
LI; LU; MC; NL; PT; SE; (Pub B): AT; BE; CH; DE; ES; FR; GB; IE; IT; LI;
LU; MC

INTERNATIONAL PATENT CLASS: H04N-007/00; H04H-007/04; H04H-009/00

NOTE:

No A-document published by EPO

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS B | (English) | 200235 | 819 |
| CLAIMS B | (German) | 200235 | 771 |
| CLAIMS B | (French) | 200235 | 921 |
| SPEC B | (English) | 200235 | 8982 |
| Total word count - document A | | | 0 |
| Total word count - document B | | | 11493 |
| Total word count - documents A + B | | | 11493 |

...SPECIFICATION a mass medium. In particular, It makes narrow casting of
advertising possible, particularly insertions, in **television** and other
video transmissions.

To understand the benefits of narrow casting to **television** and video
audiences , which is the subject of this application, it is useful to
understand the concepts of **targeting advertising** .

The most pervasive, and precise, of existing methods of narrow-casting
or **target advertising** is direct mail (aka junk-mail) which uses mail
to deliver material to selected **audiences** . The starting point for
direct mail is a database of addresses. These databases can also...which
may be a television production truck or a video studio, equipped with
well known **video production equipment** . After being composed into a
program, the video is fed through the front end of...component of
American life, and because of both the diversity of viewing available,
and the **time** spent viewing, patterns of **TV** viewing can be a very
powerful tool for determining both demographic and psychographic make up
...

16/3,K/19 (Item 19 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2003 European Patent Office. All rts. reserv.

00975249

Caller indentification system for television

Fernseh-Anrufer-Identifizierungssystem

Television avec identification de l'appelant

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (applicant designated states:
AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;NL;PT;SE)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
Wunderlich, Richard E., 2390 Hopewell Plantation Drive, Alpharetta, GA
30004, (US)

Berkobin, Eric C., 108 Hill View Court, Woodstock, GA 30188, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 884907 A1 981216 (Basic)

APPLICATION (CC, No, Date): EP 98114676 931202;

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 673583 (EP 949043921)

INTERNATIONAL PATENT CLASS: H04N-007/173; H04N-007/16;

ABSTRACT WORD COUNT: 29

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 9851 | 2652 |
| SPEC A | (English) | 9851 | 22483 |
| Total word count - document A | | | 25135 |
| Total word count - document B | | | 0 |
| Total word count - documents A + B | | | 25135 |

...SPECIFICATION CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment** . A programmer packages the signals by entering certain information into the CAP. This information includes...

...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not...shows in particular categories that the viewer watches in a given week such as, sports, **movies** , documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting** **advertisements** to the **viewer** or suggesting programs may be used.

Once a personal profile has been created (in a...With this program selection feature, the set top terminal 220 can intelligent assist the specific **viewer** in selecting a **television** program.

The personal profile information may also be used in **targeting** **advertisements** . In the preferred embodiment, the network controller 214 can **target** specific **advertisements** to individual cable distribution network nodes or, alternatively, to individual subscribers. In order to accomplish...the subscriber has chosen to return to regular TV. The subscriber's VCR or other **video** taping **equipment** must be connected to the set top terminal 220 for the automatic taping feature to...

16/3,K/20 (Item 20 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2003 European Patent Office. All rts. reserv.

00933736

Remote control for cable television delivery system

Fernbedienung fur Kabelfernsehverteilssysteme

Telecommande pour systemes de distribution de television par cable

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)

INVENTOR:

Hendricks, John, S./8723 Persimmon Tree Road, Potomac, MD 20854, (US)
Bonner, Alfred, E./8300 Bradley Boulevard, Bethesda, MD 20817, (US)
Wunderlich, Richard, E./290 Sweet Briar Court, Alpharetta, GA 30201, (US)
Berkobin, Eric, C./108 Hillview Court, Woodstock, GA 30188, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 849948 A2 980624 (Basic)
EP 849948 A3 980708
EP 849948 B1 020313

APPLICATION (CC, No, Date): EP 98100155 931202;

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 673583 (EP 94904392)

INTERNATIONAL PATENT CLASS: H04N-007/16

ABSTRACT WORD COUNT: 175

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 199826 | 3061 |
| CLAIMS B | (English) | 200211 | 3171 |
| CLAIMS B | (German) | 200211 | 2695 |
| CLAIMS B | (French) | 200211 | 3810 |
| SPEC A | (English) | 199826 | 22497 |
| SPEC B | (English) | 200211 | 22653 |
| Total word count - document A | | | 25562 |
| Total word count - document B | | | 32329 |
| Total word count - documents A + B | | | 57891 |

...SPECIFICATION CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...

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Once a personal profile has been created (in a...With this program selection feature, the set top terminal 220 can intelligently assist the specific **viewer** in selecting a **television** program.

The personal profile information may also be used in **targeting advertisements**. In the preferred embodiment, the network controller 214 can **target** specific **advertisements** to individual cable distribution network nodes or, alternatively, to individual subscribers. In order to accomplish...tape a movie.

After the VCR control feature is initiated, a menu screen confirms the **movie** selection, start date and start **time** and informs the subscriber that the VCR will be automatically turned on. During this submenu...

...the subscriber has chosen to return to regular TV. The subscriber's VCR or other **video** taping **equipment** must be connected to the set top terminal 220 for the automatic taping feature to...

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...the subscriber has chosen to return to regular TV. The subscriber's VCR or other **video** taping **equipment** must be connected to the set top terminal 220 for the automatic taping feature to...

16/3,K/21 (Item 21 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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00900974

Network controller for cable television delivery systems

Netzwerk-Steuerung für Kabelfernsehverteilungssysteme

Unité de commande de réseau pour systèmes de diffusion de programmes de télévision par câble

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)

INVENTOR:

HENDRICKS, John, S., Discovery Communications, Inc, 7700 Wisconsin Avenue
, Bethesda, MD 20814-3522, (US)

BONNER, Alfred, E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)
PATENT (CC, No, Kind, Date): EP 822718 A1 980204 (Basic)
EP 822718 B1 020619
APPLICATION (CC, No, Date): EP 97112080 931202;
PRIORITY (CC, No, Date): US 991074 921209
DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
SE
RELATED PARENT NUMBER(S) - PN (AN):
EP 673579 (EP 94903360)
RELATED DIVISIONAL NUMBER(S) - PN (AN):
EP 1207695 (EP 2001129011)
INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173
ABSTRACT WORD COUNT: 64
NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | 199806 | 2034 |
| CLAIMS B | (English) | 200225 | 1838 |
| CLAIMS B | (German) | 200225 | 1613 |
| CLAIMS B | (French) | 200225 | 2088 |
| SPEC A | (English) | 199806 | 21722 |
| SPEC B | (English) | 200225 | 20560 |
| Total word count - document A | | | 23760 |
| Total word count - document B | | | 26099 |
| Total word count - documents A + B | | | 49859 |

...SPECIFICATION television world, networks manage the program lineup for individual channels. Each network analyzes ratings for **television** shows and determines the appropriate **schedule** or program lineup to gain market share and revenue from advertising. Program ratings are determined ...

...terminals without relying on telephone lines. In addition, these cable headends have no means for **targeting advertisements** to particular consumers and **viewers**.

What is needed is a network controller for a digital cable headend used in a **television** delivery system.

What is needed is a versatile network controller for a cable headend.

What...information received from an external source.

What is needed is a network controller capable of **targeting** video to **viewers**.

What is needed is a network controller capable of **targeting television commercials** to specific consumers and **viewers**.

What is needed is a network controller capable of gathering information on programs watched by...the invention to provide a network controller capable of targeting specific video/audio to specific **viewers**.

It is an object of the invention to provide a network controller capable of **targeting television commercials** to specific consumers and **viewers**.

It is an object of the invention to provide a network controller capable of retrieving...CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not...appears at the lower center part of the screen "PRESS HERE TO RETURN TO CABLE **TV**" 1058 appears many **times** throughout the menu

sequence. This text may also be stored locally at the set top...shows in particular categories that the viewer watches in a given week such as, sports, **movies**, documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting advertisements** to the **viewer** may be used.

In addition to gathering demographics at the set top terminal 220, the ...random access system (not depicted), the software of this routine 372 would be changed.

The **Advertisement Targeting** routine 374 is the software that generates packages of **television commercials** and **advertisements** geared towards particular **viewers** and makes use of a **viewer's** demographic information and viewing habits to determine those advertisements that are of most interest...

...SPECIFICATION world, networks manage the program line-up for individual channels. Each network analyses ratings for **television** shows and determines the appropriate **schedule** or program line-up to gain market share and revenue from advertising. Program ratings are...CAP). The CAP system normally includes at least one computer monitor. keyboard, mouse. and standard **video editing equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not...appears at the lower center part of the screen PRESS HERE TO RETURN TO CABLE **TV** " 1058 appears many **times** throughout the menu sequence. This text may also be stored locally at the set top...shows in particular categories that the viewer watches in a given week such as, sports, **movies**, documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting advertisements** to the **viewer** may be used.

In addition to gathering demographics at the set top terminal 220, the ...random access system (not depicted), the software of this routine 372 would be changed.

The **Advertisement Targeting** routine 374 is the software that generates packages of **television commercials** and **advertisements** geared towards particular **viewers** and makes use of a **viewer's** demographic information and viewing habits to determine those advertisements that are of most interest...

16/3,K/22 (Item 22 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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00822306

COMPRESSED DIGITAL-DATA INTERACTIVE PROGRAM RECEIVER AND METHOD
DIGITALER DATENKOMPRIMIERTER INTERAKTIVER PROGRAMMEMPFAINGER UND VERFAHREN
RECEPTEUR DE PROGRAMMATION INTERACTIF A DONNEES NUMERIQUES COMPRIEES ET
METHODE

PATENT ASSIGNEE:

ACTV, INC., (993832), Rockefeller Center, Suite 2401, 1270 Avenue of the Americas, New York, NY 10020, (US), (Proprietor designated states: all)

INVENTOR:

HARPER, Gregory, W., 410 East 50th Street, New York, NY 10022, (US)

FREEMAN, Michael, J., 6-B Blue Sea Lane, Kings Point, NY 11024, (US)

LEGAL REPRESENTATIVE:

Needle, Jacqueline (34263), W.H. BECK, GREENER & CO 7 Stone Buildings
Lincoln's Inn, London WC2A 3SZ, (GB)

PATENT (CC, No, Kind, Date): EP 826287 A1 980304 (Basic)

EP 826287 A1 990721

EP 826287 B1 020807

WO 9637075 961121

APPLICATION (CC, No, Date): EP 96920299 960517; WO 96US7236 960517

PRIORITY (CC, No, Date): US 443607 950518

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; LU; MC;
NL; PT; SE

RELATED DIVISIONAL NUMBER(S) - PN (AN):

EP 1098532 (EP 2000127064)

EP 1100276 (EP 2000127065)

EP 1098533 (EP 2000127066)

EP 1098534 (EP 2000127067)

INTERNATIONAL PATENT CLASS: H04N-007/14; H04N-007/173; H04N-007/08;
H04N-007/088; H04N-007/10; H04N-011/04; H04H-001/02; H04N-007/58

NOTE:

No A-document published by EPO

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|----------------|----------|--------|------------|
|----------------|----------|--------|------------|

| | | | |
|----------|-----------|--------|-----|
| CLAIMS B | (English) | 200232 | 941 |
|----------|-----------|--------|-----|

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|----------|----------|--------|-----|
| CLAIMS B | (German) | 200232 | 850 |
|----------|----------|--------|-----|

| | | | |
|----------|----------|--------|------|
| CLAIMS B | (French) | 200232 | 1026 |
|----------|----------|--------|------|

| | | | |
|--------|-----------|--------|------|
| SPEC B | (English) | 200232 | 8667 |
|--------|-----------|--------|------|

| | |
|-------------------------------|---|
| Total word count - document A | 0 |
|-------------------------------|---|

| | |
|-------------------------------|-------|
| Total word count - document B | 11484 |
|-------------------------------|-------|

| | |
|------------------------------------|-------|
| Total word count - documents A + B | 11484 |
|------------------------------------|-------|

...SPECIFICATION discloses the use of a conventional cable television system to develop an interactive system. Standard **television** channels with **time** synchronized content are broadcast to a plurality of users. Each user switches between channels responsive...

...A-4,602,279 discloses the use of a memory to store demographic profiles of **television viewers**. This information is stored to be recalled later for providing **target** specific **advertising**, for example. Prior art interactive **television** systems were generally concerned with providing one signal (i.e. one video signal) per channel...

...Disadvantages of the prior art are overcome by the present invention which provides an interactive **television** system which employs multiple, **time** -synchronized, content-related video signals on one or more broadcast channels.

SUMMARY OF THE INVENTION...

...CLAIMS 14, wherein said plurality of digital video signals have been obtained from a plurality of **video cameras**, one or more of the cameras relaying a different view of an event.

16. A...

...CLAIMS ladite pluralite de signaux video numeriques a ete obtenue a partir d'une pluralite de **cameras video**, une ou plusieurs des cameras retransmettant une vue differente d'un evenement.

16. Procede selon...

16/3,K/23 (Item 23 from file: 348)

DIALOG(R) File 348:EUROPEAN PATENTS

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00637520

NETWORK CONTROLLER FOR CABLE TELEVISION DELIVERY SYSTEMS

NETZWERK-STEUERUNG FUR KABELFERNSEHVERTEILSYSTEME

UNITE DE COMMANDE DE RESEAU POUR SYSTEMES DE DIFFUSION DE PROGRAMMES DE

TELEVISION PAR CABLE

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)

INVENTOR:

HENDRICKS, John, S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
BONNER, Alfred, E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 673579 A1 950927 (Basic)
EP 673579 B1 010221
WO 9414280 940623

APPLICATION (CC, No, Date): EP 94903360 931202; WO 93US11616 931202

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
SE

RELATED DIVISIONAL NUMBER(S) - PN (AN):

EP 822718 (EP 97112080)
EP 920208 (EP 99100566)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173

NOTE:

No A-document published by EPO

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS B | (English) | 200108 | 3388 |
| CLAIMS B | (German) | 200108 | 2744 |
| CLAIMS B | (French) | 200108 | 4079 |
| SPEC B | (English) | 200108 | 21696 |
| Total word count - document A | | | 0 |
| Total word count - document B | | | 31907 |
| Total word count - documents A + B | | | 31907 |

...SPECIFICATION television world, networks manage the program lineup for individual channels. Each network analyzes ratings for **television** shows and determines the appropriate **schedule** or program lineup to gain market share and revenue from advertising. Program ratings are determined

...terminals without relying on telephone lines. In addition, these cable headends have no means for **targeting** **advertisements** to particular consumers and **viewers**.

WO 89/09528 discloses a control apparatus for an impulse pay-per-view (IPPV) cable **television** system. The disclosed system uses commands that are sent from a system manager to a...information received from an external source.

What is needed is a network controller capable of **targeting** video to **viewers**.

What is needed is a network controller capable of **targeting** **television commercials** to specific consumers and **viewers**.

What is needed is a network controller capable of gathering information on programs watched by...a network controller capable of modifying program control information received from an external source, of **targeting** specific video/audio to specific **viewers**, of **targeting** **television commercials** to specific consumers and **viewers**, of retrieving data gathered at set top terminals, and of managing account and billing information...CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising

and/or local programming. Consequently, the local cable headends 208 are not...appears at the lower center part of the screen "PRESS HERE TO RETURN TO CABLE TV " 1058 appears many times throughout the menu sequence. This text may also be stored locally at the set top...shows in particular categories that the viewer watches in a given week such as, sports, movies, documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in targeting advertisements to the viewer may be used.

In addition to gathering demographics at the set top terminal 220, the ...random access system (not depicted), the software of this routine 372 would be changed.

The Advertisement Targeting routine 374 is the software that generates packages of television commercials and advertisements geared towards particular viewers and makes use of a viewer's demographic information and viewing habits to determine those advertisements that are of most interest...

16/3,K/24 (Item 24 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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00633564

ADVANCED SET TOP TERMINAL FOR CABLE TELEVISION DELIVERY SYSTEMS
VERBESSERTES AUFSATZ-ENDGERAT FUR KABELFERNSEHVERTEILSYSTEME
TERMINAL PRIVE PERFECTIONNE POUR SYSTEMES DE DIFFUSION DE PROGRAMMES DE
TELEVISION PAR CABLE

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)

INVENTOR:

HENDRICKS, John, S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
BONNER, Alfred, E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
WUNDERLICH, Richard, E., 290 Sweet Briar Court, Alpharetta, GA 30201,
(US)

BERKOBIN, Eric, C., 108 Hillview Court, Woodstock, GA 30188, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 673583 A1 950927 (Basic)
EP 673583 B1 990811
WO 9413107 940609

APPLICATION (CC, No, Date): EP 94904392 931202; WO 93US11606 931202

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
SE

RELATED DIVISIONAL NUMBER(S) - PN (AN):

EP 849948 (EP 98100155)
EP 884907 (EP 98114676)
EP 910218 (EP 99100570)
EP 912058 (EP 99100375)
EP 912059 (EP 99100376)
EP 920206 (EP 99100377)
EP 920207 (EP 99100378)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173

NOTE:

No A-document published by EPO

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|----------------|-----------|--------|------------|
| CLAIMS B | (English) | 9932 | 3684 |
| CLAIMS B | (German) | 9932 | 3161 |

| | | | |
|------------------------------------|-----------|------|-------|
| CLAIMS B | (French) | 9932 | 4286 |
| SPEC B | (English) | 9932 | 22444 |
| Total word count - document A | | | 0 |
| Total word count - document B | | | 33575 |
| Total word count - documents A + B | | | 33575 |

...SPECIFICATION CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...

...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not...shows in particular categories that the viewer watches in a given week such as, sports, **movies**, documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting** **advertisements** to the **viewer** or suggesting programs may be used.

Once a personal profile has been created (in a selection feature, the set top terminal 220 can intelligently assist the specific **viewer** in selecting a **television** program.

The personal profile information may also be used in **targeting** **advertisements**. In the preferred embodiment, the network controller 214 can **target** specific **advertisements** to individual cable distribution network nodes or, alternatively, to individual subscribers. In order to accomplish...tape a movie.

After the VCR control feature is initiated, a menu screen confirms the **movie** selection, start date and start **time** and informs the subscriber that the VCR will be automatically turned on. During this submenu...

...the subscriber has chosen to return to regular TV. The subscriber's VCR or other **video** taping **equipment** must be connected to the set top terminal 220 for the automatic taping feature to...

16/3,K/25 (Item 25 from file: 348)
 DIALOG(R)File 348:EUROPEAN PATENTS
 (c) 2003 European Patent Office. All rts. reserv.

00419401

Method, system and apparatus for providing demographically targeted television commercials

Verfahren, System und Vorrichtung zum Liefern von demographisch ausgerichteter Fernsehwerbung

Procede, systeme et appareil pour fournir des emissions de television publicitaires visant des groupes demographiques

PATENT ASSIGNEE:

GENERAL INSTRUMENT CORPORATION OF DELAWARE, (1783080), 181 West Madison Street, Chicago, Illinois 60602, (US), (applicant designated states: BE;CH;DE;DK;FR;GB;LI;NL;SE)

INVENTOR:

Wachob, David E., 8379 Glen Road, Elkins Park, Pennsylvania 19117, (US)

LEGAL REPRESENTATIVE:

Hoeger, Stellrecht & Partner (100381), Uhlandstrasse 14 c, 70182 Stuttgart, (DE)

PATENT (CC, No, Kind, Date): EP 424648 A2 910502 (Basic)
 EP 424648 A3 920205
 EP 424648 B1 960605

APPLICATION (CC, No, Date): EP 90117047 900905;

PRIORITY (CC, No, Date): US 425117 891023

DESIGNATED STATES: BE; CH; DE; DK; FR; GB; LI; NL; SE

INTERNATIONAL PATENT CLASS: H04N-007/16;
ABSTRACT WORD COUNT: 140

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

| Available Text | Language | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A | (English) | EPABF1 | 1381 |
| CLAIMS B | (English) | EPAB96 | 1695 |
| CLAIMS B | (German) | EPAB96 | 1668 |
| CLAIMS B | (French) | EPAB96 | 1927 |
| SPEC A | (English) | EPABF1 | 5356 |
| SPEC B | (English) | EPAB96 | 6049 |
| Total word count - document A | | | 6737 |
| Total word count - document B | | | 11339 |
| Total word count - documents A + B | | | 18076 |

...SPECIFICATION a predefined commercial channel when a commercial message break is about to occur in a **television** program being viewed. The predefined commercial channel contains **commercials targeted** to the **viewer** demographic **type**. The tuning from the program channel to the commercial channel is only minimally noticeable by...

16/3,K/26 (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00921197 **Image available**

ONE CLICK WEB RECORDS

ENREGISTREMENTS WEB EN UN CLIC

Patent Applicant/Assignee:

REPLAYTV INC, 2841 Mission College Blvd., Santa Clara, CA 95054, US, US
(Residence), US (Nationality)

Inventor(s):

MATICHUK Chris, 410 Milan Drive, #116, San Jose, CA 95134, US,
ROSENBERG Scott A, 119 Prospect Street, Apt. B, Somerville, MA 02143, US,

Legal Representative:

LOUI Martin S C (et al) (agent), Fenwick & West LLP, Two Palo Alto
Square, Palo Alto, CA 94306, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200254773 A2-A3 20020711 (WO 0254773)
Application: WO 2001US50763 20011228 (PCT/WO US0150763)
Priority Application: US 2000258749 20001229; US 2000258937 20001229; US
2000258940 20001229; US 2001925109 20010808; US 2001925120 20010808; US
2001925121 20010808; US 2001972424 20011004

Designated States: JP KR

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 27072

Fulltext Availability:

Detailed Description

Detailed Description

... the confines of the broadcasters, such as on the Internet, thereby
generating increased reach to **targeted audiences**.

[00061 Advertisers have conventionally strived to ensure that the
targeted audience is watching their **advertisements**. **Television**
advertisers spend large amounts of money airing **advertisements** for

upcoming **television** and cable broadcasts. With the popularity of the
3
Internet increasing, advertisers have pursued the...be coupled to control
unit 62 including, for example, image scanning devices, digital still or
video cameras, or other io devices that may or may not be equipped to
capture and/or...FTP is defined to mean File Transfer Protocol. In
general, the EPG includes a broadcast **schedule** of **television**, cable,
and pay-per-view shows offered by national broadcasters. An exemplary
representation of the EPG...be www.myreplaytv.com. Selecting 614
hyperlink 600 in general causes the DVR 37 to **schedule** the particular
television program to be recorded, as will be described in more detail
subsequently. In particular, when...

16/3,K/27 (Item 2 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00918778 **Image available**

**EMBEDDING RE-USABLE OBJECT-BASED PRODUCT INFORMATION IN AUDIOVISUAL
PROGRAMS FOR NON-INTRUSIVE, VIEWER DRIVEN USAGE
INTEGRATION D'INFORMATIONS DE PRODUIT BASEES SUR DES OBJETS REUTILISABLES
DANS DES PROGRAMMES AUDIOVISUELS A USAGE NON INTRUSIF COMMANDE PAR UN
USAGER**

Patent Applicant/Assignee:

KONINKLIJKE PHILIPS ELECTRONICS N V, Groenewoudseweg 1, NL-5621 BA
Eindhoven, NL, NL (Residence), NL (Nationality)

Inventor(s):

JEANNIN Sylvie, Prof. Holstlaan 6, NL-5656 AA Eindhoven, NL,
CHANG Tsui-Feng, Prof. Holstlaan 6, NL-5656 AA Eindhoven, NL,
VAITHILINGAM Gandhimathi, Prof. Holstlaan 6, NL-5656 AA Eindhoven, NL,

Legal Representative:

GROENENDAAL Antonius W M (agent), Internationaal Octrooibureau B.V.,
Prof. Holstlaan 6, NL-5656 AA Eindhoven, NL,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200252855 A2-A3 20020704 (WO 0252855)

Application: WO 2001IB2693 20011220 (PCT/WO IB0102693)

Priority Application: US 2000745339 20001222

Designated States: CN JP KR

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 5328

Fulltext Availability:

Detailed Description

Detailed Description

... product in the program background. For example, an actor might stand
next to a Philipso **television** in one scene in a movie. This enables the
promotion of products or brands without stopping the program and allows
viewers to be selectively **targeted** by choosing in which **type** of
programs the products should be included. However, this method does not
provide information about...

16/3,K/28 (Item 3 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00869547 **Image available**

ADVANCED SET TOP TERMINAL HAVING A VIDEO CALL FEATURE

TERMINAL DE DECODAGE D'AVANT-GARDE DOTE D'UN DISPOSITIF D'APPEL VIDEO

Patent Applicant/Assignee:

DISCOVERY COMMUNICATIONS INC, 7700 Wisconsin Avenue, Bethesda, MD
20814-3422, US, US (Residence), US (Nationality)

Inventor(s):

ASMUSSEN Michael L, 2627 Meadow Hall Drive, Oak Hill, VA 20171, US,

Legal Representative:

VIETZKE Lance L (et al) (agent), Dorsey & Whitney LLP, Suite 300 South,
1001 Pennsylvania Avenue, N.W., Washington, DC 20004, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200203693 A1 20020110 (WO 0203693)

Application: WO 2001US16501 20010627 (PCT/WO US0116501)

Priority Application: US 2000609316 20000630

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR

KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE

SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 37092

Fulltext Availability:

Detailed Description

Claims

English Abstract

...capability to send and receive video calls through the set top terminal equipped with a **camera** and microphone. The **video** call can be communicated through the cable television delivery system or other communication networks. Other...

Detailed Description

... capability to send and receive video calls through the set top terminal equipped with a **camera** and microphone. The **video** call can be communicated through the cable television delivery system. or other communications networks.

Other...CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not constrained...control 900. To support video calling, the instructions also enable the microprocessor 602 to process **video** signals from a **camera**, to process audio signals from a microphone, and to control a camera and. n-ucrophone...caller ID on/off, turning automatic program pausing on/off, the default state of the **video camera** 2000 (on or off), time periods when calls shall not interrupt programming and shall be...shows in particular categories that the viewer watches in a given week such as, sports, **movies**, documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting advertisements** to the **viewer** or suggesting programs may be used.

Once a personal profile has been created (in a...

...With this program. selection feature, the set top terminal 220 can intelligently assist the specific **viewer** in selecting a **television** program.

The personal profile information may also be used in **targeting advertisements**. In the preferred embodiment, the network controller 214 can **target** specific **advertisements** to individual cable distribution network nodes or, alternatively, to individual subscribers. In order to accomplish...a movie.

After the VCR control feature is initiated, a menu screen confirms the **movie** selection, start date and start **time** and informs the subscriber that the VCR will be automatically tuned on. During this submenu...

...the subscriber has chosen to return to regular TV. The subscriber's VCR or other **video** taping **equipment** must be connected to the set top terminal 220 for the automatic taping feature to...are included in the set top terminal 220.

The camera 2000 is preferably a small. **video camera** located and oriented on the set top terminal 220 so that it is typically directed...

...call transmission and reception functions of the set top terminal 220. In regards to transmission, a **video** signal from the **camera** 2000 is subjected to source encoding (i.e., conversion to spectrally efficient or compressed digital form...conferencing network 1000 and various configurations for connecting set top terminals 220 (or other **video** conferencing end **equipment** 1005) to the network 1000. The network 1000 provides full duplex interconnectivity between set top...by reference.

Optionally, the video conferencing system. can support more sophisticated remote participant controls of **video** and **camera** functions. For example, the camera 2000 may be electronically controllable (e.g., electronically steerable, focusing...

...the camera 2000. Alternatively, the same "camera/video effects may be achieved using signal processing techniques. **Camera** commands and related **video** manipulation commands can be communicated from the remote (controlling) viewer to the subject (controlled) viewer...

Claim

... to the source of the telephone signal.

69 The method of claim. 68 wherein a **camera** electronically captures the **video** image of

5 a user of the set top terminal, the method further comprising: receiving...

16/3,K/29 (Item 4 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00869538 **Image available**

ADVANCED SET TOP TERMINAL HAVING A PROGRAM PAUSE FEATURE WITH VOICE-TO-TEXT CONVERSION

TERMINAL DECODEUR AVANCE DOTE D'UNE OPTION D'INTERRUPTION DE PROGRAMME AVEC TRANSFORMATION VOIX-TEXTE

Patent Applicant/Assignee:

DISCOVERY COMMUNICATIONS INC, 7700 Wisconsin Avenue, Bethesda, MD
20814-3522, US, US (Residence), US (Nationality)

Inventor(s):

ASMUSSEN Michael L, 2627 Meadow Hall Drive, Oak Hill, VA 20171, US,
Legal Representative:

WOODEN Sean S (et al) (agent), Dorsey & Whitney LLP, 1001 Pennsylvania
Avenue, N.W., Suite 300 South, Washington, DC 20004, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200203683 A2-A3 20020110 (WO 0203683)

Application: WO 2001US14862 20010615 (PCT/WO US0114862)

Priority Application: US 2000609285 20000630

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 35544

Fulltext Availability:

Detailed Description

Detailed Description

... at the operations center 202

bycomputerassistedpackagingequipment(CAP).

TheCAPsystemnonnallyincludesatleast one computer monitor, keyboard,
mouse, and standard **video** editing **equipment** . A programmer packages
the signals by entering certain information into the CAP. This
information includes...filling local available program 5 time in the
packaged signal to enable local cable and **television** companies to fill
the program **time** with local advertising and/or local prograrnnung.
Consequently, the local cable headends 208 are not...With this program
selection feature, the set top terminal 220 can intelligently assist the
specific **viewer** in selecting a **television** program.

The personal profile infonnation may also be used in **targeting**
advertisements . In the preferred embodiment, the network controller 214
can **target** specific **advertisements** to 1 5 individual cable
distribution network nodes or, altematively, to individual subscribers.
In order...tape a movie.

After the VCR control feature is initiated, a menu. screen confinnns the
movie selection, start date and start **time** and informs the subscriber
that the VCR will be automatically tuned.

on.

Duringthissubmenu,theusermayretumtothemovielibrarymajormenu,orregularTV

...

...the subscriber has chosen to retum to regular TV. The subscriber's VCR
or other **video** taping **equipment** must be connected to the set top
terminal 220 for the automatic taping feature to...

16/3,K/30 (Item 5 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00830311 **Image available**

SYSTEM AND METHOD FOR DISPLAYING ADVERTISEMENTS

SYSTEME ET PROCEDE D'AFFICAHGE D'ANNONCES PUBLICITAIRES

Patent Applicant/Assignee:

INTERVAL RESEARCH CORPORATION, 1801 Page Mill Road, Building C, Palo Alto, CA 94304, US, US (Residence), US (Nationality)

Inventor(s):

NGO Thomas J, 1801 Page Mill Road, Building C, Palo Alto, CA 94304, US,
SLANEY Malcolm, 1801 Page Mill Road, Building C, Palo Alto, CA 94304, US,

Legal Representative:

VAN PELT Lee (agent), Van Pelt & Yi, LLP, Suite 205, 4906 El Camino Real, Los Altos, CA 94022, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200163922 A1 20010830 (WO 0163922)

Application: WO 2001US3028 20010130 (PCT/WO US0103028)

Priority Application: US 2000514056 20000225

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK

DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ

TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 4948

Fulltext Availability:

Detailed Description

Detailed Description

... to a broad cross section of the population (e.g., males, females, young and old).

Commercials are often **targeted** based on the **type** of **television** shows a **viewer** watches. For example, an **advertisement** for tulips is preferably displayed to a **viewer** who watches gardening programs. Similarly, an advertiser on the Internet may track the web sites...

16/3,K/31 (Item 6 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00830305 **Image available**

METHOD AND SYSTEM FOR SELECTING ADVERTISEMENTS

PROCEDE ET SYSTEME DE SELECTION DE PUBLICITES

Patent Applicant/Assignee:

INTERVAL RESEARCH CORPORATION, 1801 Page Mill Road, Building C, Palo Alto, CA 94304, US, US (Residence), US (Nationality)

Inventor(s):

SLANEY Malcolm, 1801 Page Mill Road, Palo Alto, CA 94304, US,

NGO J Thomas, 1801 Page Mill Road, Palo Alto, CA 94304, US,

JOHNSON Bonnie, 1801 Page Mill Road, Palo Alto, CA 94304, US,

MILLER Gavin, 1801 Page Mill Road, Palo Alto, CA 94304, US,

TOMASI Annarosa, 1801 Page Mill Road, Palo Alto, CA 94304, US,

COVELL Michelle, 1801 Page Mill Road, Palo Alto, CA 94304, US,

SAUNDERS Steven E, 6069 Shadygrove Drive, Cupertino, CA 95014, US,

FREIBERGER Paul, 801 E. 16th Avenue, San Mateo, CA 94402, US,

Legal Representative:

KAPLAN Cindy (agent), Ritter, Lang & Kaplan LLP, Suite D1, 12930 Saratoga

Avenue, Saratoga, CA 95070, US,
Patent and Priority Information (Country, Number, Date):
Patent: WO 200163916 A1 20010830 (WO 0163916)
Application: WO 2001US40152 20010220 (PCT/WO US0140152)
Priority Application: US 2000185182 20000225
Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ
TM TR TT TZ UA UG UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 6624

Fulltext Availability:
Detailed Description

Detailed Description

... to a broad cross section of the population (e.g., males, females,
young and old).

Commercials are often **targeted** based on the **type** of **television**
shows a
viewer watches. For example, an **advertisement** for tulips is
preferably
displayed to a **viewer** who watches gardening programs. Similarly, an
advertiser on the Internet may track the web sites...

16/3,K/32 (Item 7 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00813501 **Image available**

METHOD AND SYSTEM FOR PROVIDING TARGETED ADVERTISEMENTS
PROCEDE ET DISPOSITIF PERMETTANT DE FOURNIR DES ANNONCES PUBLICITAIRES
CIBLEES

Patent Applicant/Assignee:

BELLSOUTH INTELLECTUAL PROPERTY CORPORATION, Suite 510, 824 Market
Street, Wilmington, DE 19801, US, US (Residence), US (Nationality)

Inventor(s):

SWIX Scott R, 3775 River Hollow Run, Duluth, GA 30096, US,
STEFANIK John R, Apartment 832, 3777 Peachtree Road N.E., Atlanta, GA
30319, US,

BATTEN John C, 720 Cambridge Crest Lane, Alpharetta, GA 30202, US,

Legal Representative:

GOTTS Lawrence J (et al) (agent), Shaw Pittman, 2300 N Street, N.W.,
Washington, DC 20037-1128, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200147156 A2-A3 20010628 (WO 0147156)
Application: WO 2000US34421 20001220 (PCT/WO US0034421)
Priority Application: US 99467889 19991221

Designated States: CA MX

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 6867

Fulltext Availability:

Detailed Description

Detailed Description

... have on a user. Often, the consumer clicks through the web page without viewing the **advertisement** or occupies the downloading time with other activities such as watching **television** or reading.

Targeted internet **advertising** also has limited data from which to determine a **customer** profile. To collect data, the **targeted** internet **advertising** systems simply record user selections of internet **advertisements**, note words typed when searching web content, or read user information such as geographic location...

...government), and perhaps standard industry codes (SICs), which indicate such user characteristics as employer and **type** of employer. To **target** the **advertising**, the internet systems tend to deliver **advertisements**, e.g., **banner advertisements**, related to a user's previous advertisement selections or search terms without regard to the...

16/3,K/33 (Item 8 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00800125 **Image available**

METHOD AND SYSTEM FOR PROVIDING GEOGRAPHIC SPECIFIC SERVICES IN A SATELLITE COMMUNICATIONS NETWORK

PROCEDE ET SYSTEME POUR LA FOURNITURE DE SERVICES GEOGRAPHIQUES SPECIFIQUES DANS UN RESEAU DE TELECOMMUNICATIONS PAR SATELLITE

Patent Applicant/Assignee:

XM SATELLITE RADIO INC, 1500 Eckington Place, N.E., Washington, DC
20002-2194, US, US (Residence), US (Nationality)

Inventor(s):

MARKO Paul, 6320 S.W. 6 Street, Pembroke Pines, FL 33023, US,
WADIN Craig, 11015 N.W. 27 Street, Sunrise, FL 33322, US,

Legal Representative:

LONGANECKER Stacey (et al) (agent), Roylance, Abrams, Berdo & Goodman,
1300 19th Street, N.W., Suite 600, Washington, DC 20036, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200133729 A1 20010510 (WO 0133729)

Application: WO 2000US30029 20001101 (PCT/WO US0030029)

Priority Application: US 99433863 19991104

Designated States: AE AG AL AM AT AT (utility model) AU AZ BA BB BG BR BY
BZ CA CH CN CR CU CZ CZ (utility model) DE DE (utility model) DK DK
(utility model) DM DZ EE EE (utility model) ES FI FI (utility model) GB
GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA
MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SK (utility model)
SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 3061

Fulltext Availability:

Detailed Description

Detailed Description

... nationally the scores for local teams all around the country, flagging each group with the **category** for their region.

I

Another application of the preferred embodiment is geographically **targeted advertisements**, in a subdivided audio signal and/or a service information text, according to **customer** demographic or attitudinal traits. For example, a nationwide **audio program** could allocate time for an advertisement., wherein the advertisement identification number data. In this manner...

16/3,K/34 (Item 9 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2003 WIPO/Univentio. All rts. reserv.

00736445 **Image available**

SYSTEM AND METHOD FOR TAILORING TELEVISION AND/OR ELECTRONIC PROGRAM GUIDE
FEATURES, SUCH AS ADVERTISING

SYSTEME ET PROCEDE PERMETTANT DE PERSONNALISER DES FONCTIONS DE GUIDES DE
PROGRAMMES TELEVISUELS ET/OU ELECTRONIQUES, TELLES QUE LA PUBLICITE

Patent Applicant/Assignee:

INDEX SYSTEMS INC, P.O. Box 71, Craigmuir Chambers, Road Town, Tortola,
VG, -- (Residence), -- (Nationality), (For all designated states
except: US)

Patent Applicant/Inventor:

YUEN Henry C, P.O. Box 438, Pasadena, CA 91102-0438, US, US (Residence),
US (Nationality), (Designated only for: US)

HANCOCK Kenneth S, 64 Stillwater Drive, Nashua, NH 03062, US, US
(Residence), US (Nationality), (Designated only for: US)

WARD Thomas Edward III, 60 Cherrybrook Road, Weston, MA 02193, US, US
(Residence), US (Nationality), (Designated only for: US)

MACRAE Douglas, 23 Cart Path Road, Weston, MA 02493, US, US (Residence),
US (Nationality), (Designated only for: US)

NESSON Ted, 209 Burlington Road, Bedford, MA 01730, US, US (Residence),
US (Nationality), (Designated only for: US)

Legal Representative:

TABANDEH Raymond R (agent), Christie, Parker & Hale, LLP, P.O. Box 7068,
Pasadena, CA 91109-7068, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200049801 A1 20000824 (WO 0049801)

Application: WO 2000US4375 20000217 (PCT/WO US0004375)

Priority Application: US 99120722 19990217; US 99449887 19991130

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK

DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ

TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 19151

Fulltext Availability:

Detailed Description

Detailed Description

... contribution, respond to a survey, answer a question, or participating in contests with other **viewers**, for example. This **type** of **advertising** allows the advertiser to directly **target** a particular **viewer** or particular program and it allows the **viewer** to directly purchase the advertised product during the advertisement.

In another example, the **television** network that is broadcasting the program may provide an icon that allows the viewer to...

16/3,K/35 (Item 10 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00553171 **Image available**

COMPRESSED DIGITAL-DATA SEAMLESS VIDEO SWITCHING SYSTEM
SYSTEME DE COMMUTATION VIDEO SANS SOLUTION DE CONTINUITE POUR DONNEES
NUMERIQUES COMPRIEES

Patent Applicant/Assignee:

ACTV INC, Suite 2401, Rockefeller Center, 1270 Avenue of the Americas,
New York, NY 10020, US, US (Residence), US (Nationality)

Inventor(s):

FREEMAN Michael J, 6B Blue Seas Lane, Kings Point, NY 11024, US,
HARPER Gregory W, 410 East 50th Street, New York, NY 10022, US,
DEO Frank P, 37 Sandhill Road, Kendall Park, NJ 08824, US,

Legal Representative:

DOYLE Scott W (et al) (agent), Dorsey & Whitney LLP, Suite 4400, 370
Seventeenth Street, Denver, CO 80202-5644, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200016544 A2-A3 20000323 (WO 0016544)
Application: WO 98US26864 19981216 (PCT/WO US9826864)
Priority Application: US 98154069 19980916

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GE GH GM HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG
MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN
YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 18738

Fulltext Availability:

Detailed Description
Claims

Detailed Description

... discloses the use of a
conventional cable television system to develop an interactive system.
Standard **television** channels with **time** synchronized content are
broadcast to a plurality of users. Each user switches between channels
responsive...

...No. 4,602,279 discloses the use of a memory to store demographic
profiles of **television viewers**. This information is stored to be
recalled later for providing **target specific advertising**, for
example. Prior art interactive **television** systems were generally
concerned with providing one signal (i.e. one video signal) per channel
...comprise live or prerecorded video streams. The origin of the video
signals could be from **cameras** for live **video**, **video** servers, video
tape decks, DVD, satellite feed, etc. The video signals can be in MPEG...
preferably stored at the server 550. For example, the Group A signals may
comprise several **videos** representing different **camera** angles at a
sporting event. The Group B signals may represent a series of commercials
...

Claim

... satellite.

6 The seamless switching unit of claim 1 wherein the first and second digital **video** signals comprise different **camera** angles of the same event.

7 The seamless switching unit of claim 1 wherein the...The digital encoding system of claim 22 wherein at least two of the plurality of **video** signals comprise different **camera** angles of the same event.

32 The digital encoding system of claim 22 wherein at...

...AUDIO 4 1 2 3 4 x 6 7 8 9 10

TRANSPORT PACKET

JITTER **TIME**

a

Figw 8

412

TV BROADCAST STATION SWITCHER

NTSC

VIDEO IN

VIDEO ENCODER CHASSIS

PRIMARY PROGRAM + ...

16/3,K/36 (Item 11 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00539007 **Image available**

**INTERACTIVE TELEVISION PROGRAM GUIDE SYSTEM WITH LOCAL ADVERTISEMENTS
GUIDE INTERACTIF DES PROGRAMMES DE TELEVISION AVEC DES PUBLICITES LOCALES**

Patent Applicant/Assignee:

UNITED VIDEO PROPERTIES INC,

Inventor(s):

BOYLAN Peter C III,

THOMAS William L,

HASSELL Joel G,

ELLIS Michael D,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200002380 A2 20000113 (WO 0002380)

Application: WO 99US14345 19990624 (PCT/WO US9914345)

Priority Application: US 98110667 19980707

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE

ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT

LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT

UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU

TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG

CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 10712

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... facility 46. Advertising database 57 may
contain a server capable of handling text, graphics,

and video .

User television **equipment** 54 may be any suitable equipment for providing television to the user that contains sufficient...associated user television equipment 54 are located or to a group of users associated with **television** distribution facility 52. Users are therefore provided with local **advertisements** whose content is **tailored** to the user's geographic location or whose content is **tailored** to the intended group of recipients of the local **advertisement** (as in the case with an 30 advertisement addressed to all of the cable **customers** of a particular cable system operator, etc.).

As shown in FIG. 9, filtering may be...advertisement usage by television distribution facilities 52. For example, it may be desired to prohibit **television** distribution facilities 52 from **time** -shifting certain advertisements. It may also be desired to prohibit television distribution facilities 52 from...

...information) at step 148. The advertisement usage policies may be enforced at step 150, when **television** distribution facilities 52 attempt to **time** shift certain advertisements and modify certain advertisements (e.g., by attempting to overwrite such advertisements the policy message indicates that an advertisement may not be **time** shifted, a **television** distribution facility 52 that would otherwise desire to time shift that advertisement will not be...

Claim

... an interactive television program guide is implemented, comprising:
means for distributing the advertisements to the **television** distribution facility;
means for **time** -shifting at least some of the advertisements with the television distribution facility; and
means for displaying the **time** -shifted advertisements with the interactive **television** program guide.

64 A method for using a system in which a television distribution facility...

...interactive television program guide is implemented, comprising the steps of:
distributing the advertisements to the **television** distribution facility;
time -shifting at least some of the advertisements with the **television** distribution facility; and
displaying the **time** -shifted advertisements with the interactive **television** program guide.
. A system in which a television distribution facility is used to distribute advertisements...

16/3,K/37 (Item 12 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00535355 **Image available**

EVALUATION OF RESPONSES OF PARTICIPATORY BROADCAST AUDIENCE WITH PREDICTION
OF WINNING CONTESTANTS: MONITORING, CHECKING AND CONTROLLING OF
WAGERING, AND AUTOMATIC CREDITING AND COUPONING
EVALUATION DES REPONSES D'AUDITEURS PARTICIPANT A UNE EMISSION
RADIODIFFUSEE AVEC PREDICTION DES GAGNANTS PARMI LES PARTICIPANTS:
CONTROLE, VERIFICATION ET REGULATION DES PARIS, ET DISTRIBUTION
AUTOMATIQUE DE CREDIT ET DE COUPONS

Patent Applicant/Assignee:

VON KOHORN Henry,

Inventor(s):

VON KOHORN Henry,

Patent Applicant/Inventor:

VON KOHORN Henry, 945 Treasure Lane, Vero Beach, FL 32963, US, US
(Residence), US (Nationality)

Legal Representative:

GREEN Clarence A (agent), Perman & Green, LLP, 425 Post Road, Fairfield,
CT 06430, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9966707 A2-A3 19991223

Application: WO 99US10850 19990517 (PCT/WO US9910850)

Priority Application: US 9888148 19980601

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA
UG UZ VN YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 131080

Fulltext Availability:

Detailed Description

Claims

English Abstract

...as television programs, include an instructional signal modulated into
a signal transmitted concurrently with the **television** program,
simulcast, or **time**-multiplexed with a **television**. At each of a
plurality of remote receiving stations (206c), one or more members of...

Detailed Description

... equipment at each of the receiving stations which are tuned to
the broadcast program, the **timer** then clocking a requisite
amount of **time** in accordance with an instructional signal
which has been previously transmitted or is concurrently
transmitted...of a number of forms, particularly a contest
having a duration in a range of **time** extending from less than
one minute up to possibly several minutes for presentation on
television...may be
accomplished by dedicated communication lines, by a telephone
system, via wireless or cable **television** and radio
transmission, via satellite communication, or a plurality of

different forms of...

...with

the video signal of the first group by use of the vertical retrace **time** slot of a **television** transmission; Fig. 8 is a block diagram of a response unit for use with...a base station network program in a sequence of time slots for interposition between regularly **scheduled** programs broadcast by central stations of Fig. 32;

22

Fig. 35 is a timing diagram showing the generation of network programs at the base station of Fig. 32 in synchronized **time** slots of differing lengths; Fig. 36 is a block diagram of record playback and transmission...6-10 is described with reference to at least four types of signals, namely, a **television** signal presenting a studio scene (TV program), a television signal presenting a task such as...

...receiving stations 16 and 18 includes

means for observing the broadcast program, such as a **television** screen 20,, and means by which persons in the external viewing audience can respond to...unit 22. In the case of the receiving station 16, a simulcast of radio and **television** is employed while, in the case of the receiving station 18, only the television program...of communication such as various forms of color signal coding and transmission of signals to **television** stations capable of being read by sensors of devices for receiving signals outside

31

the...remote radios which do not form a part of the system of the invention.

The **television** system 28 comprises a receiver 82, a demodulator 84, and a speaker 86, The separation...displayed for a predetermined period of time. Home contestants may be allotted more or less **time** than studio participants. If there is only one participant or contestant on stage, the quiz...frequently broadcast repetitively in different time zones, In the case of game shows, this enables **television viewers** who are tuned in to such program and who are in a time zone which first receives one such game or quiz show to inform members of an **audience** in another time zone of the correct responses to tasks or questions, thus ensuring such...a part of all of a question or task presented in a program in one **time** zone, are differentiated and are different from the corresponding question or task...or parametric information, The game 218 and the specimen 214 are viewed by a television **camera** 228 which provides **video** signals for the broadcast transmission 222. It is to be understood that, in addition to...

...then selectively inserted into the tapes of television programs to be broadcast successively in different **time** zones. Alternatively, the second signal describing the task may be transmitted over the video channel...

...time sequence by a

graph shown alongside the camera 228, it being understood that the **time** sequence may be varied since the task announcement may precede or accompany the studio situation...a well-known fashion to combine the audio signal of the

microphone 230 with the video signal of the camera 228 to output a composite television signal to the transmitter 240 for transmission via antenna...the television video portion by insertion of the third and the fourth signals within the **time** intervals allocated for the **television** vertical retrace. The system 200A is understood to include,, when desired,, the telephone circuit 280...a survey. In market research, the ability to leave a printed text on a cable **television** screen for a period of **time** , and to accompany a question with an oral explanation will not only make respondent's...

Claim

... being conveyed once as instructional signals to an evaluation facility and once essentially following said **time** period, to inform **television** viewers of an acceptable answer, an acceptable answer being rewarded;
providing a central playback facility...being conveyed once as instructional signals to an evaluation facility and once essentially following said **time** period, to inform **television** viewers of an acceptable answer;
providing a central playback facility for playing back said recording...

...being conveyed once as instructional signals to an evaluation facility and once essentially following said **time** period, to inform **television** viewers of an acceptable answer, an acceptable answer being financially rewarded*

I

providing a central...

16/3,K/38 (Item 13 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00529437 **Image available**

INTERACTIVE TELEVISION PROGRAM GUIDE SYSTEM FOR DETERMINING USER VALUES FOR DEMOGRAPHIC CATEGORIES

GUIDE INTERACTIF DE PROGRAMMES DE TELEVISION PERMETTANT DE DETERMINER DES VALEURS D'ENTREE UTILISATEUR POUR DES CATEGORIES DEMOGRAPHIQUES

Patent Applicant/Assignee:

UNITED VIDEO PROPERTIES INC,

Inventor(s):

KNEE Robert A,
REYNOLDS Steven J,
ELLIS Michael D,
HASSELL Joel G,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9960789 A1 19991125

Application: WO 99US10586 19990513 (PCT/WO US9910586)

Priority Application: US 9885750 19980515; US 98139777 19980825

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE

ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT

LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT

UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU

TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG

CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 5351

Fulltext Availability:
Detailed Description

Detailed Description

... that is
representative of the user's demographic profile is
stored in the user's **television** equipment 44. At step
70, **advertisements** with associated demographic **category**
information (representative of the **audiences** to which
the advertisers desire to **target** the **advertisements**)
are distributed to the user **television** equipment (e.g.,
by transmission from main facility 32 and distribution
via television distribution facility...

16/3,K/39 (Item 14 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00520933 **Image available**

TARGETED ADVERTISEMENT USING TELEVISION DELIVERY SYSTEMS
ANNONCE PUBLICITAIRE CIBLEE UTILISANT DES SYSTEMES DE DIFFUSION TELEVISUELS

Patent Applicant/Assignee:

DISCOVERY COMMUNICATIONS INC,

Inventor(s):

HENDRICKS John S,
BONNER Alfred E,
McCOSKEY John S,
ASMUSSEN Michael L,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9952285 A1 19991014

Application: WO 99US7206 19990401 (PCT/WO US9907206)

Priority Application: US 9854419 19980403

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU

LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA

UG UZ VN YU ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM

AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM

GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 44644

Fulltext Availability:
Detailed Description

Detailed Description

... television world, networks manage the program lineup for
individual channels. Each network analyzes ratings for **television** shows
and determines the appropriate **schedule** or program lineup to gain
market share and revenue from advertising. Program ratings are determined
...

...terminals without relying on telephone lines. In addition, these cable
headends have no means for **targeting advertisements** to particular
consumers and **viewers** .

SUMMARY OF INVENTION

The present invention is a system and a method for delivering **targeted**
advertisements in a **television** network. In particular, a program
controller, or
central processing unit, monitors and controls television terminals...

next week, for example.

A television terminal data gathering routine allows the program controller to **schedule** and perform polling of all **television** terminals operating in the system. The software also provides the program controller with a means of processing status reports received from **television** terminals in response to polling requests.

A video **targeting** routine makes use of a **viewer** 's demographic information and viewing habits to determine those **advertisements** that may be most effective when displayed to that particular viewer. In so doing, the...that the switch was made. The accumulated switching history information will be collected from the **television** terminal at a later **time** for review purposes. For example, upon command from the control points, the television terminal will...CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment** . A programmer packages the signals by entering certain information into the CAP. This information includes...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends are not constrained...

...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not...multiple packager workstations 262, a central processing unit 264, a multiple channel architecture module 265, **video** /audio editing **equipment** 266, and one or more databases 268 and 269.

Additional remotely located databases, such as...

...be described in detail later with reference to Figures 4a-4e.

The functions of the **video** /audio **equipment** 266 include digitizing analog programs, digitizing and compressing analog programs (in a single step, e...

...through external video controls 272. When necessary, video is manipulated, formatted and/or digitized using **video** /audio **equipment** 266 which is controlled by CAP 264.

Referring back to Figure ...address, phone number) and assigned set top converter.

The TAPE MACHINE Database file 519 contains **video** tape or CD **machine** information. Each machine is assigned a unique ID, its control port address, its A/B...includes one or more CRT screens, a keyboard, a mouse (or cursor movement), and standard **video** editing **equipment** . In large operations centers 202, multiple packager consoles 262 may be needed for the CAP...same movie may be shown continuously and simultaneously on different channels. Each channel starts the **movie** at a different **time** allowing the subscriber to choose a more suitable **movie** starting **time** (e.g.. every 15 minutes).

In order to accommodate cable TV systems that have different...shows in particular categories that the viewer watches in a given week such as, sports, **movies** , documentaries, sitcoms, etc. Any demographic information

which will assist the set top terminal 220 in **targeting** advertisements to the **viewer** may be used.

5 In addition to gathering demographics at the set top terminal 220... access system (not depicted), the software of this routine 372 would be changed.

The Alternate **Advertisement Targeting** routine 374 is the software that generates packages of **television commercials** and **advertisements** geared towards particular **viewers** and makes use of a **viewer's** demographic information and viewing habits to determine those advertisements that are of most...

16/3,K/40 (Item 15 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00514350 **Image available**

PROGRAM GUIDE SYSTEM WITH TARGETED ADVERTISING
SYSTEME DE GUIDES DE PROGRAMMES COMPORTANT DES PUBLICITES CIBLEES

Patent Applicant/Assignee:

PREVUE INTERNATIONAL INC,

Inventor(s):

KNUDSON Edward B,

ELLIS Michael D,

KNEE Robert A,

CARPENTER Kenneth F Jr,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9945702 A1 19990910

Application: WO 99US4163 19990225 (PCT/WO US9904163)

Priority Application: US 9834939 19980304

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU

LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA

UG UZ VN YU ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM

AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM

GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 12095

Fulltext Availability:

Detailed Description

Claims

Detailed Description

PROGRAM GUIDE SYSTEM WITH TARGETED ADVERTISING

Backaround of the Invention

This invention relates to interactive

television program guides, and more particularly, to 5 techniques for presenting **targeted advertising** to users of such television program guides.

Cable, satellite, and broadcast **television** systems provide **viewers** with a large number of **television** channels. Viewers have traditionally 10 consulted printed **television** program **schedules** to determine the programs being broadcast at a particular **time**. More recently, interactive electronic **television** program guides have been developed that allow

television program information to be displayed on a...trackball, dedicated set of buttons, etc.

Communications paths 46 preferably have sufficient bandwidth to allow **television** distribution facility 38 to distribute **scheduled television** programming, pay programming, advertising and other promotional videos, and other video information to set top...listings, etc.

An example of a program guide feature that may be used for browsing **television** program listings one at a **time** is shown in FIG. 4. The user watches television (e.g., channel 9 in the ...a reminder for a television program that the user wishes to watch at a later **time** . Just before the **television** program for which a reminder has been set is to be broadcast, a reminder message...screen 236 of FIG. 20. In movie information screen 236, information is presented on the **scheduled** broadcast times of the **movie** , the movie title, and a description of the movie. In addition, a targeted advertisement 238...

Claim

... 1 further comprising:
a television distribution facility for distributing television programming to the user television **equipment** ; and

- 34

a **video** server located in the television distribution facility for providing targeted advertisements containing video.

7 The...

...plurality of network nodes for use in providing the television programming to the user television **equipment** ; and
video servers located at some of the networks nodes for providing targeted advertisements containing video.

8...

16/3,K/41 (Item 16 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00433744 **Image available**

DATA COMMUNICATION SYSTEM

SYSTEME DE COMMUNICATION DE DONNEES

Patent Applicant/Assignee:

ORCHESTREAM LIMITED,
MUIRHEAD Charles,
DONKIN Richard,
JONES Richard,
LAURIE Ben,
LAVELLE Neil,
ZANCANI Leo,

Inventor(s):

MUIRHEAD Charles,
DONKIN Richard,
JONES Richard,
LAURIE Ben,
LAVELLE Neil,
ZANCANI Leo,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9824208 A2 19980604
Application: WO 97GB3212 19971124 (PCT/WO GB9703212)
Priority Application: GB 9624419 19961123

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
FI GB GE GH HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK
MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN
YU ZW GH KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK
ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN
TD TG

Publication Language: English

Fulltext Word Count: 20215

Fulltext Availability:

Detailed Description

Detailed Description

... in a particular product but may not have previously purchased
that product or a similar **type** of product. one example might be in the
targeting of **advertising** for a colour **TV** .

Since people buy colour TVs relatively infrequently, it is difficult to
target a potential **customer** simply using past sales receipts.

The Internet is a

16/3,K/42 (Item 17 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00372626 **Image available**

SYSTEMS AND METHODS FOR PROVIDING TELEVISION SCHEDULE INFORMATION
SYSTEMES D'INFORMATION SUR LES PROGRAMMES DE TELEVISION ET PROCEDES
CORRESPONDANTS

Patent Applicant/Assignee:

STARSIGHT TELECAST INCORPORATED,
SCHEIN Steven Michael,
O'BRIEN Sean Andrew,
KLOSTERMAN Brian Lee,
MILNES Kenneth Alan,

Inventor(s):

SCHEIN Steven Michael,
O'BRIEN Sean Andrew,
KLOSTERMAN Brian Lee,
MILNES Kenneth Alan,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9713368 A1 19970410
Application: WO 96US15859 19961002 (PCT/WO US9615859)
Priority Application: US 95537650 19951002; US 96642259 19960503; US
9622826 19960726

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
FI GB GE HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW
MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US US US UZ VN KE
LS MW SD SZ UG AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI FR GB GR

IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG
Publication Language: English
Fulltext Word Count: 14907

Fulltext Availability:
Detailed Description

Detailed Description

... and services directly
through the commercial sponsor, or through a delivery system
provided by the **television** schedule guide. This **type** of
advertising allows the advertiser to directly **target** a
particular program, and it allows the **viewer** to directly
purchase the products during the **advertisement**. Consequently,
viewers will not forget the advertisement or simply lose
motivation to spend money or request information...T-shirts directly
through the commercial sponsor, or through a delivery system
provided by the **television** schedule guide (discussed in detail
below). This **type** of **advertising** allows the advertiser to
directly **target** a particular program, and it allows the **viewer**
to directly purchase the products during the **advertisement**. In
addition, **viewers** will not forget the advertisement or simply
lose motivation to spend money or request information...

16/3,K/43 (Item 18 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00266111

NETWORK CONTROLLER FOR CABLE TELEVISION DELIVERY SYSTEMS
UNITE DE COMMANDE DE RESEAU POUR SYSTEMES DE DIFFUSION DE PROGRAMMES DE
TELEVISION PAR CABLE

Patent Applicant/Assignee:

DISCOVERY COMMUNICATIONS INC,

Inventor(s):

HENDRICKS John S,

BONNER Alfred E,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9414280 A1 19940623

Application: WO 93US11616 19931202 (PCT/WO US9311616)

Priority Application: US 92991074 19921209

Designated States: AT AU BB BG BR BY CA CH CZ DE DK ES FI GB HU JP KP KR KZ
LK LU LV MG MN MW NL NO NZ PL PT RO RU SD SE SK UA VN AT BE CH DE DK ES
FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 26194

Fulltext Availability:
Detailed Description

Detailed Description

... world, networks manage the
program lineu for individual channels. Each network
p
analyzes ratings for **television** shows and determines the
appropriate **schedule** or program, lineup to gain market share
and revenue from advertising. Program ratings are
determined...

...without relying on
telephone lines. In addition, these cable headends have no

5 means for **targeting advertisements** to particular consumers and **viewers**..

What is needed is a network controller for a digital cable headend used in a **television** delivery system.

What is needed is a versatile network controller for a cable headend.

What...information received from an external source.

What is needed is a network controller capable of **targeting video to viewers** .

What is needed is a network controller capable of **targeting television commercials** to specific consumers and **viewers** .

What is needed is a network controller capable of gathering information on programs watched by...the invention to provide a network controller capable of targeting specific video/audio to specific **viewers** .

It is an object of the invention to provide a network controller capable of **targeting television commercials** to specific consumers and **viewers** .

It is an object of the invention to provide a network controller capable of retrieving...CAP). The CAP system normally includes at least one computer monitor. keyboard, mouse, and standard **video editing equipment** . A programmer packages the signals by entering certain information into the CAP. This information includes...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or local programming. Consequently, the local cable headends 208 are not...random access system (not depicted), the software of this routine 372 would be changed.

The **Advertisement Targeting** routine 374 is the software that generates packages of **television commercials** and **advertisements** geared towards particular **viewers** and makes use of a **viewer** 's demographic information and viewing habits to determine those advertisements that are of most interest...

16/3,K/44 (Item 19 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00264938 **Image available**

ADVANCED SET TOP TERMINAL FOR CABLE TELEVISION DELIVERY SYSTEMS
TERMINAL PRIVE PERFECTIONNE POUR SYSTEMES DE DIFFUSION DE PROGRAMMES DE
TELEVISION PAR CABLE

Patent Applicant/Assignee:

DISCOVERY COMMUNICATIONS INC,

Inventor(s):

HENDRICKS John S,

BONNER Alfred E,
WUNDERLICH Richard E,
BERKOBIN Eric C,
Patent and Priority Information (Country, Number, Date):
Patent: WO 9413107 A1 19940609
Application: WO 93US11606 19931202 (PCT/WO US9311606)
Priority Application: US 92991074 19921209
Designated States: AT AU BB BG BR BY CA CH CZ DE DK ES FI GB HU JP KP KR KZ
LK LU LV MG MN MW NL NO NZ PL PT RO RU SD SE SK UA VN AT BE CH DE DK ES
FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG
Publication Language: English
Fulltext Word Count: 27861
Fulltext Availability:
Detailed Description

Detailed Description

... CAP). The CAP system normally includes at least one computer monitor, keyboard, mouse, and standard **video** editing **equipment**. A programmer packages the signals by entering certain information into the CAP. This information includes...for filling local available program time in the packaged signal to enable local cable and **television** companies to fill the program **time** with local advertising and/or - local programming. Consequently, the local cable headends 208 are not...shows in particular categories that the viewer watches in a given week such as, sports, **movies**; documentaries, sitcoms, etc. Any demographic information which will assist the set top terminal 220 in **targeting advertisements** to the **viewer** or suggesting programs may be used.

Once a personal profile has been created (in a...
...With this program selection feature,
'the set top terminal 220 can intelligently assist the specific **viewer** in selecting a **television** program.

The personal profile information may also be used in **targeting advertisements**. In the preferred embodiment, the network controller 214 can **target** specific **advertisements** to individual cable distribution network nodes or, alternatively, to individual subscribers. In order to accomplish...tape a movie.

After the VCR control feature is initiated, a menu screen confirms the **movie** selection, start date and start **time** and informs the subscriber that the VCR will be automatically turned on. During this submenu...

...the subscriber has chosen to return to regular'IV.

The subscriber's VCR or other **video** taping **equipment** must be connected to the set top terminal 220 for the automatic taping feature to...

?

Trying 31060000009999...Open

DIALOG INFORMATION SERVICES

PLEASE LOGON:

Command format not valid

DIALOG INFORMATION SERVICES

PLEASE LOGON:

HCPZPM003E Invalid option - ;SET

DIALOG INFORMATION SERVICES

PLEASE LOGON:

ENTER PASSWORD:

Welcome to DIALOG

Dialog level 02.12.60D

Last logoff: 27mar03 15:07:11

Logon file001 10apr03 12:29:11

*** ANNOUNCEMENT ***

--File 515 D&B Dun's Electronic Business Directory is now online completely updated and redesigned. For details, see HELP NEWS 515.

--File 990 - NewsRoom now contains October 2002 to present records.
File 993 - NewsRoom archive contains 2002 records from January 2002-September 2002. To search all 2002 records, BEGIN 990,993 or B NEWS2002

--Alerts have been enhanced to allow a single Alert profile to be stored and run against multiple files. Duplicate removal is available across files and for up to 12 months. The Alert may be run according to the file's update frequency or according to a custom calendar-based schedule. There are no additional prices for these enhanced features. See HELP ALERT for more information.

--U.S. Patents Fulltext (File 654) has been redesigned with new search and display features. See HELP NEWS 654 for information.

--Connect Time joins DialUnits as pricing options on Dialog. See HELP CONNECT for information.

--CLAIMS/US Patents (Files 340,341, 942) have been enhanced with both application and grant publication level in a single record. See HELP NEWS 340 for information.

--SourceOne patents are now delivered to your email inbox as PDF replacing TIFF delivery. See HELP SOURCE1 for more information.

--Important news for public and academic libraries. See HELP LIBRARY for more information.

--Important Notice to Freelance Authors--
See HELP FREELANCE for more information

For information about the access to file 43 please see Help News43.

NEW FILES RELEASED
***Dialog NewsRoom - Current 3-4 months (File 990)
***Dialog NewsRoom - 2002 Archive (File 993)
***Dialog NewsRoom - 2001 Archive (File 994)
***Dialog NewsRoom - 2000 Archive (File 995)
***TRADEMARKSCAN-Finland (File 679)
***TRADEMARKSCAN-Norway (File 678)
***TRADEMARKSCAN-Sweden (File 675)

UPDATING RESUMED
***Delphes European Business (File 481)

RELOADED
***D&B Dun's Electronic Business Directory (File 515)
***U.S. Patents Fulltext 1976-current (File 654)
***Population Demographics (File 581)
***Kompas Western Europe (File 590)
***D&B - Dun's Market Identifiers (File 516)

REMOVED
***Chicago Tribune (File 632)
***Fort Lauderdale Sun Sentinel (File 497)
***The Orlando Sentinel (File 705)
***Newport News Daily Press (File 747)
***U.S. Patents Fulltext 1980-1989 (File 653)
***TOXNET data is added to ToxFile (F156)

New document supplier
IMED has been changed to INFOTRIE (see HELP OINFOTRI)

>>> Enter BEGIN HOMEBASE for Dialog Announcements <<<
>>> of new databases, price changes, etc. <<<

COR705 is set ON as an alias for
9,610,810,275,15,476,624,636,621,613,813,16,160,634,148,20,77,35,583,65,2,233,
474,475,99,278,256,348,349,347,635,570,PAPERSMJ,,PAPERSEU.
* * * *

File 1:ERIC 1966-2003/Mar 24
(c) format only 2003 The Dialog Corporation

| Set | Items | Description |
|----------------------|----------|---------------------------|
| --- | ----- | ----- |
| Cost is in DialUnits | | |
| ? b 640 | | |
| 10apr03 | 12:29:21 | User233785 Session D200.1 |
| | \$0.35 | 0.100 DialUnits File1 |
| | \$0.35 | Estimated cost File1 |
| | \$0.04 | TELNET |

\$0.39 Estimated cost this search
\$0.39 Estimated total session cost 0.100 DialUnits

File 640:San Francisco Chronicle 1988-2003/Apr 10
(c) 2003 Chronicle Publ. Co.

Set Items Description

? pacific (w1) bell (w2) deliver (w1) movies

| Ref | Items | Index-term |
|-----|-------|--|
| E1 | 1 | ACIETUNO |
| E2 | 1 | ACIFIC |
| E3 | 0 | *ACIFIC (W1) BELL (W2) DELIVER (W1) MOVIES |
| E4 | 1 | ACIK |
| E5 | 1 | ACILITIES |
| E6 | 1 | ACILSUMM |
| E7 | 1 | ACINET |
| E8 | 3 | ACINETOBACTER |
| E9 | 26 | ACING |
| E10 | 8 | ACINI |
| E11 | 1 | ACINTYAS |
| E12 | 1 | ACIOLI |

Enter P or PAGE for more

? s pacific (w1) bell (w2) deliver (w1) movies

35535 PACIFIC

16098 BELL

8715 DELIVER

26857 MOVIES

S1 1 PACIFIC (W1) BELL (W2) DELIVER (W1) MOVIES

? t 1/9/1

1/9/1

DIALOG(R)File 640:San Francisco Chronicle
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07580015

PACIFIC BELL WILL DELIVER MOVIES TO THEATERS

San Francisco Chronicle (SF) - MONDAY, March 21, 1994

By: LAURA EVENSON, Chronicle Staff Writer

Edition: FINAL Section: Business Page: D1

Word Count: 726

TEXT:

Pacific Bell today announced more high-tech ways to deliver movies and magazines.

Through its new ``Cinema of the Future'' service developed with Alcatel Network Systems in Richardson, Texas, Pacific Bell later this year will begin delivery of movies, live sporting events and high-definition video conferencing to movie theaters via high-speed fiber optic digital networks. The test would be a first for the entertainment and telecommunications industries.

Next month, Pacific Bell will issue on compact laser disc a quarterly

considered all

magazine and an interactive product catalog through its Information Services subsidiary in tandem with a San Francisco media company. By year-end, Pacific Bell plans to issue the magazine on its own computer on-line service.

The new services underscore Pacific Bell's \$16 billion plan to hook up 5 million California homes to a high-speed fiber-optic network, providing access to thousands of video channels, interactive TV and video teleconferencing by the year 2000.

Pacific Bell this fall will begin testing digital technology to transmit films, events and conferences designed to remove the scratches and smudges that typically mar movies delivered the old-fashioned way -- via film in cans.

The company first must receive California Public Utility Commission approval for the trials. It plans to begin full movie service in 1995 and eventually will expand the operation to include distribution of cable TV, live events, video-on-demand and High Definition Television.

"The imminent shift from 35 millimeter film to the delivery of movies in digital form is as momentous as the change from black-and-white to color," said Michael Fitzpatrick, executive vice president for Pacific Bell.

Initial testing would take place in Southern California. Alcatel said initial testing will involve 10 theaters and two sports bars in Los Angeles. Alcatel makes the video transmission and switching equipment to be used in Pacific Bell test.

Doing away with physical delivery of movie prints by mail, truck or messenger, promises to slice \$750,000 to \$1.2 million off the typical \$3 million to \$4 million cost of distributing a new Hollywood film, according to Howard Gunn, vice president of marketing for Alcatel.

The new technology stores images as digital bits in small computers that probably will be controlled by large Hollywood studios. Studios could then send digitized movies directly to theater owners. Theater owners could also contract with studios or with advertising firms to offer movie trailers and commercials targeting specific audiences.

"The studios are likely to adopt this new technology because it improves their control over the content . . . as well as the quality," Gunn said.

However, theater owners will have to install new projectors and luminescent screens to handle the digitized film -- equipment that can cost upward of \$100,000 per theater screen. Gunn claims the new digitized movies will deliver sharper pictures and truer colors.

But Bob Singleton, senior vice president and chief operating officer of AMC Entertainment in Kansas City, which owns the Kabuki movie complex in San Francisco, said the new technology offers at best a "subliminal improvement" in the eyes of customers. Nonetheless, he said a push for the new technology by big studios means that most theater owners will probably adopt it by the end of the decade.

Separately, Pacific Bell Information Services in April will introduce RE:SOURCE Network Solutions, a combination magazine/catalog on CD-ROM aimed at business administrators, managers, consultants and computer systems personnel and resellers.

Developed in conjunction with MZ Media in San Francisco, which will create interactive articles and a product database, the initial issue will focus on Apple Computer products and services.

Subsequent editions will include DOS and Windows-compatible products and eventually the CD-ROM magazine plans to explore markets such as health care, automobile and office supplies.

The magazine targets about 50,000 business people who either own or soon will purchase computer equipment capable of playing compact laser discs. The magazine will cost \$499 for an annual subscription.

Initially, customers will submit orders for products displayed on the discs via fax to Pacific Bell, which will process the orders and receive a percentage of each transaction.

However, Pacific Bell does not expect a big payback soon. Executives with the company said it will take at least two years before they expect proceeds from subscriptions, advertisements on the discs and transaction fees to recoup the \$2 million invested in the venture.

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